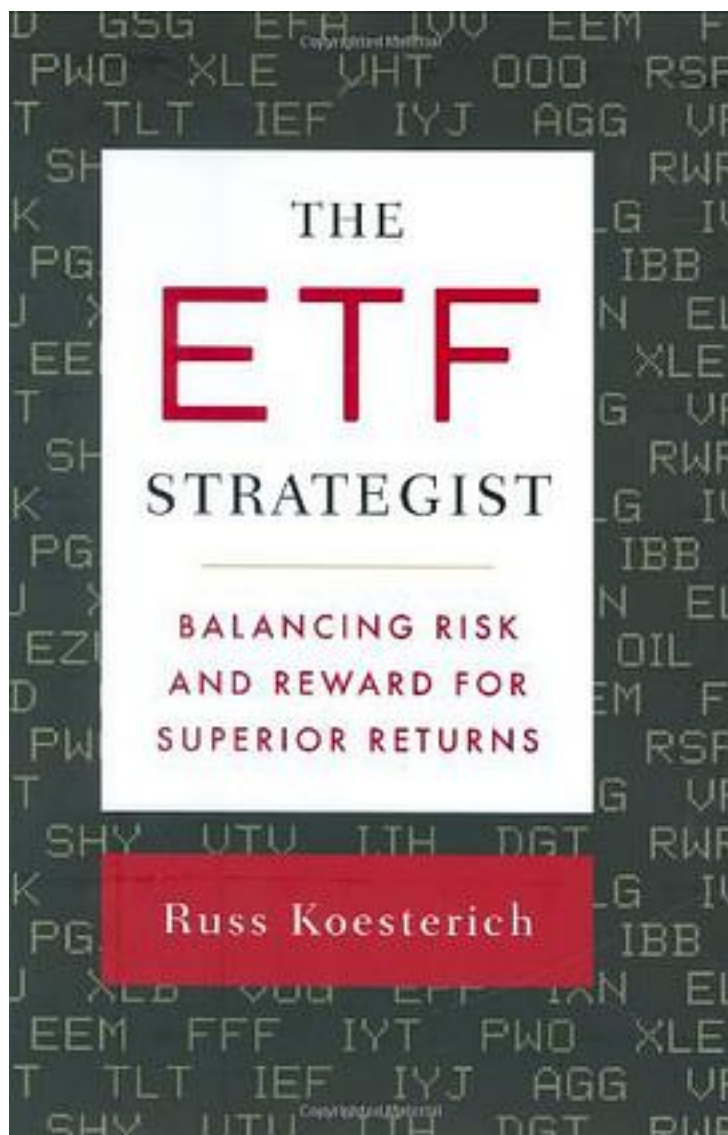


The ETF Strategist



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A sophisticated guide to today's hottest investment vehicle— exchange traded funds

The ETF Strategist is aimed primarily at investment advisers and sophisticated retail investors who are interested in using exchange traded funds, or using them more effectively than they already do.

Compared with mutual funds, ETFs can offer a better way to diversify risk, target specific sectors or countries, avoid style drift, and maintain a specific asset allocation that might include real estate or commodities.

Previous ETF books have focused on their mechanics, regulation, and other basic information. But The ETF Strategist goes much further, showing how ETFs can improve many aspects of an overall investment strategy. It explores advanced concepts such as alphabeta separation, which basically means “don't confuse skill with risk.” And it shows how different ETFs can be combined to find the ideal balance of risk and potential reward.

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