



Visual Guide to ETFs (Bloomberg Financial)

David J. Abner

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A visual guide to one of the fastest growing areas in trading and speculation

An Exchange-Traded Fund (ETF)—a security that tracks an index, a commodity, or a basket of assets like an index fund, but trades like a stock on an exchange—offers diversification of an index fund, as well as the ability to sell short, buy on margin, and purchase as little as one share. Giving financial advisors, institutional asset managers, traders, and other investment professionals the information they need to get the most out of ETF opportunities, the *Bloomberg Visual Guide to ETFs* covers the subject in a highly visual manner.

Starting with an introduction to ETFs, the book looks at where they fit within the world of investment products, how they are structurally differentiated from other products and among themselves, relevant tax considerations, global listings, growth on a global basis, evolution of the product set, and other topics. Also looking towards the future, the text provides information on finding ETFs—including fund searches, fund news, measuring and valuing ETFs, evaluating their correlation to the underlying sector or commodity being tracked, and more. As a result, the book is a resource not just for understanding ETFs today, but for taking advantage of what's to come.

- Presents critical information in an easy-to-absorb visual manner
- Serves as a reference, presenting information in easily digestible pieces for easy access
- Author David Abner is a well-known ETF developer expert
- Incorporates quizzes, charts, and other accessible features to bring the material to life

ETFs are multivariable, complex instruments that offer unique rewards, and the *Bloomberg Visual Guide to ETFs* brings together everything that people working with them need to understand to cash in.



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