

All About Exchange Traded Funds (Agricultural Engineering)

Archie Richards Jr.

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THE EASY WAY TO GET STARTED

Everything You Need to Know About Exchange-Traded Funds, *Including:*

- The differences between traditional mutual funds and exchange-traded funds
- The basic rules of types of ETF's
- How to build core assets using ETFs

ARCHIE RICHARDS

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Archie Richards Jr. : All About Exchange Traded Funds (Agricultural Engineering) before purchasing it in order to gage whether or not it would be worth my time, and all praised All About Exchange Traded Funds (Agricultural Engineering):

22 of 24 people found the following review helpful. Title should be "A Little about ETF's"By A CustomerThis book is more about Archie Richards' personal investment philosophy than it is about ETF's. I'm not sure who his target audience is, but I can assure you if you want to learn about ETF's, you are going to be spending about 75% of your time reading about Archie's personal opinions about the investment world and what is wrong with it. The other 25% covers what ETF's are and how they work. It may be good info. if you want to be the Cliff Claven of ETF's at your

friendly neighborhood bar. But if you want to learn how to use ETF's as a viable investment, you would be better off going to the websites of the sponsors for these funds and read their free information. I can think of only one market that can benefit from this book - those of you who have never invested in your life, are VERY conservative and are prepared to buy and hold your investments for more than 20 years. For the rest of you, don't waste your time or money. 26 of 29 people found the following review helpful. Big Disappointment By A Customer After reviewing the front and back covers, I purchased this book. The author has spent 26 years writing a newspaper column on the subjects of money and investments. The author is not bashful with his opinions. The book describes the only strategy to use in buying securities, was the buy and hold strategy. Holding securities for 25 years. He does not believe in day trading, advising the reader against doing so. The book does not believe in fundamental analysis, technical analysis, or chart reading. It says you can not predict future prices and should not rely on historical prices as a guide. The book spends too many chapters describing stocks, mutual funds, bonds and how to find a broker. This did not leave much room to talk about Exchange Traded Funds. Which was the title of the book. Only one and half chapters were devoted to the subject. The book had potential, but it was a big disappointment. 2 of 3 people found the following review helpful. Not that bad... By Poli Alessandro Despite the previous reader reviews, I appreciated this book. It describes the ETFs as a tool to use and It explains why. The problem is, I think, that there isn't that much to say about ETFs to fill 280 pages (they are basically a simple idea), so the author has been "forced" to make a wide discourse about investment philosophy and asset allocation to write the book. Probably this approach disappointed the expert readers, who expected something more sophisticated, but it's coherent with the title: "the easy way to get started". Concluding: a good book for beginners, not a comprehensive reference text for sophisticated investors.

ALL ABOUT . . . SERIES All About EXCHANGE-TRADED FUNDS Exchange-traded funds, priced like a stock and traded continuously throughout the day, are the hottest thing in investing today. All About Exchange-Traded Funds is one of the first introductory guides to provide investors with the nuts-and-bolts aspects of ETFs, from various types and basic trading rules to effective trading strategies for building core assets.

From the Back Cover Everything You Need to Know About Exchange-Traded Funds--How ETFs Work, Which are Right for You, and More! Exchange-traded funds, similar to standard mutual funds but traded like common stocks, are today's hottest investment vehicles. But what are ETFs? How do they allow you to effortlessly diversify among industries and countries? Can you use ETFs to hedge risks in your overall portfolio? All About Exchange-Traded Funds gives you the nuts-and-bolts information you need to understand ETFs. Spiders ... Diamonds ... QQQ ... With well over 200 ETFs to choose from, you can find one to track virtually any major index or industry and efficiently round out any portfolio. Look to All About Exchange-Traded Funds for detailed information on this exciting new investment class, including: Tax advantages of ETFs over traditional mutual funds Diversification advantages of ETFs over individual stocks Names, holdings and other reference information for popular ETFs Whether you are an experienced stock market investor or a beginner, look to All About Exchange-Traded Funds to learn more about: Three basic categories of ETFs How and where to buy ETFs ETFs versus index funds Short-selling ETFs Investment approaches to avoid ETFs and asset allocation ETFs and retirement accounts And much more About the Author Archie Richards Jr., C.F.P., was a stockbroker for more than 25 years. He writes the nationally syndicated newspaper column "Richards on Money Matters."