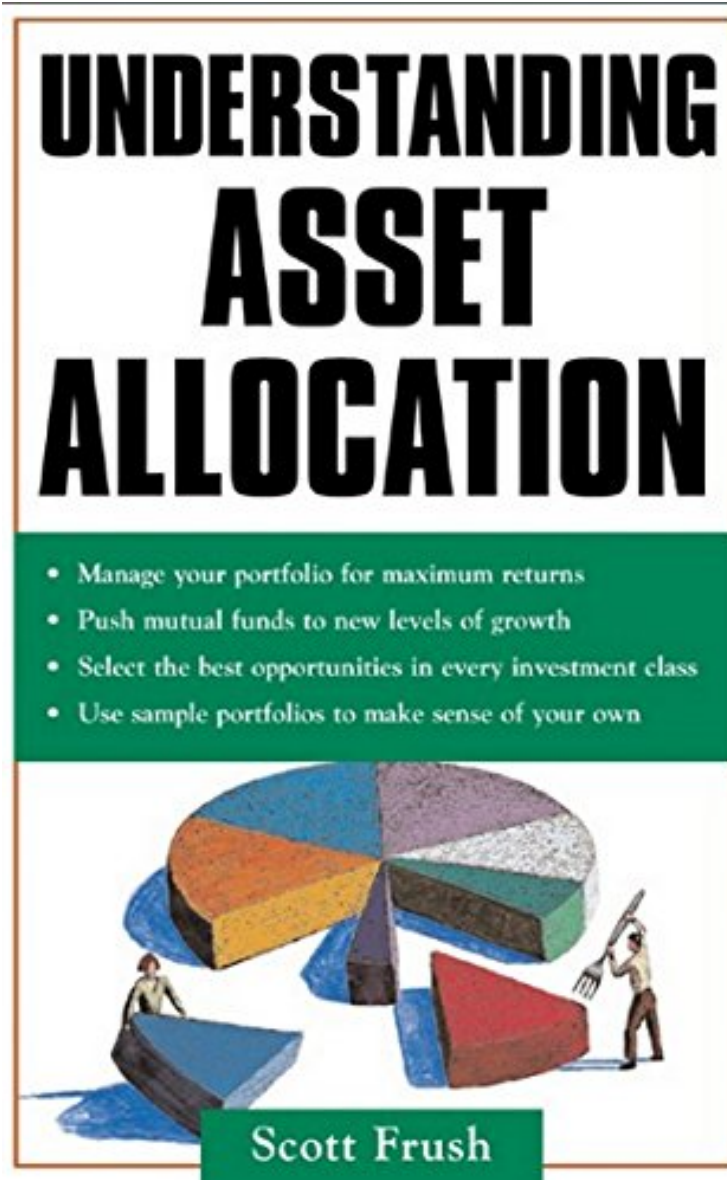


Understanding Asset Allocation

Scott Frush

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About the AuthorScott Paul Frush, CFA, CFP is founder and managing director of Frush Financial Group, a Michigan registered investment adviser, and a former instructor of finance at the University of Michigan. He is the publisher of the ETF Market Watch newsletter and blog as well as the founder and host of ETF Professor TV. Other books from Scott include All About Exchange-Traded Funds, Commodities Demystified, Hedge Funds Demystified, Understanding Hedge Funds, and Understanding Asset Allocation--all published by McGraw-Hill. Frush holds an MBA from the University of Notre Dame and a bachelors from Eastern Michigan University.