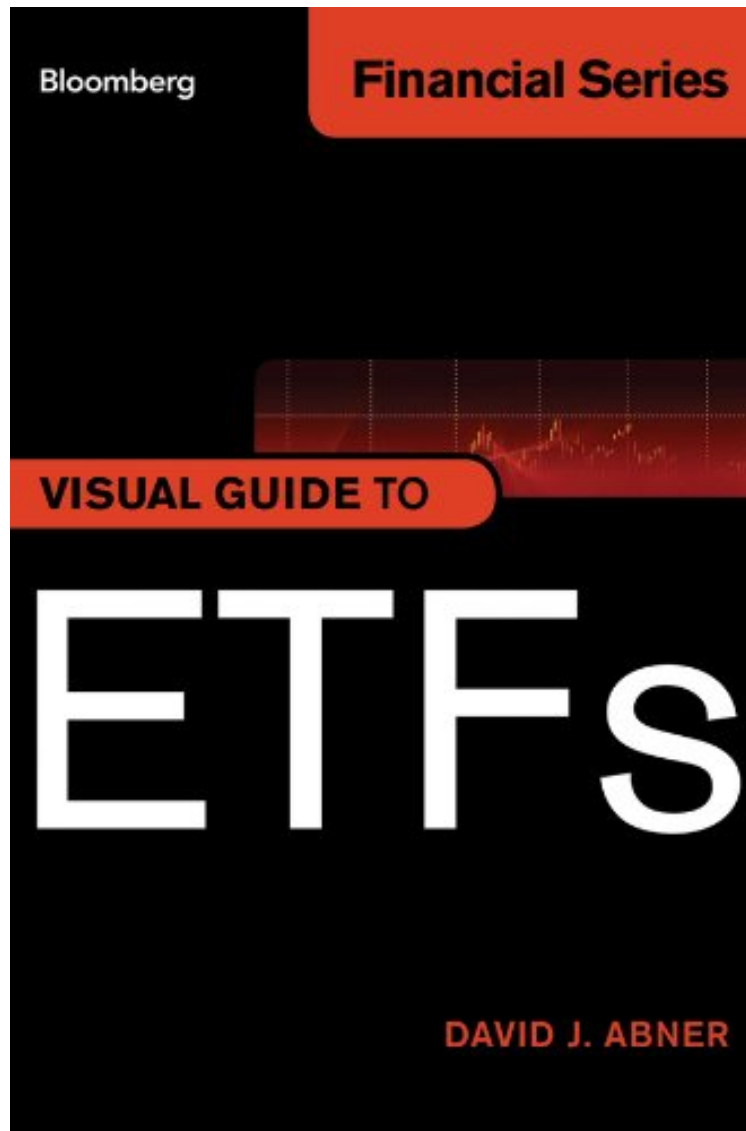


## Visual Guide to ETFs, Enhanced Edition (Bloomberg Financial)

*David J. Abner*

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**David J. Abner : Visual Guide to ETFs, Enhanced Edition (Bloomberg Financial)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Visual Guide to ETFs, Enhanced Edition (Bloomberg Financial):

2 of 2 people found the following review helpful. Technically oriented and not for beginners By T. Cantu This is an excellent book for those in the ETF industry. It is definitely not for the common ETF investor looking to build a portfolio of ETFs. There are a lot of technical trading language and terms which the common person will not understand. The book is thorough in discussing the trading aspect of ETFs and recommend it for ETF portfolio

managers.0 of 0 people found the following review helpful. Five StarsBy eaglesGreat book with tons of helpful info about etfs2 of 2 people found the following review helpful. A User Friendly ETF Resource For Amateurs ProsBy Christian MagoonI have spent the last month reading and using the Visual Guide to ETFs. The book is a valuable and user friendly resource on ETFs.Author David Abner did a commendable job of balancing the accessibility of the material so that amateurs and professionals can gather value from it. Don't know what an ETF is or how it differs from a mutual fund or closed-end fund? This book has you covered. Need detailed instructions on using Bloomberg or other third party resources to perform individual ETF analysis? The book will guide you through the process.Besides being accessible to all types of experience levels, another strength of the book is its format. As the title suggests, the Visual Guide to ETFs provides a healthy balance between the written and visual presentation of ETF knowledge. A reader may read the book traditionally, just use the illustrations and screenshots or combine the two in a multi layered approach - it's a custom experience for each reader. I found this presentation approach refreshing and a helpful way to reinforce concepts that may be best explained in more than one format. (i.e. written and visual)The Visual Guide to ETFs is an informative and a useful ongoing reference for those interested in ETFs. I would recommend this engaging book to amateurs and professionals.

A visual guide to one of the fastest growing areas in trading and speculation An Exchange-Traded Fund (ETF)mdash;a security that tracks an index, a commodity, or a basket of assets like an index fund, but trades like a stock on an exchangemdash;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 ETFsmdash;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 multivarious, 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.

From the Back CoverBloomberg Financial Series Visual Guide to ETFs A comprehensive resource for anyone who wants to understand the fundamentals of ETFs, the Bloomberg Financial Series Visual Guide to ETFs is designed to help you get the most out of ETF opportunities in a simple, 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 more. Heavily illustrated throughout with charts and other visual aids that highlight the concepts covered, the book brings the information you need on ETFs vividly to life. Designed to help financial advisors, institutional asset managers, and professional traders, the Bloomberg Financial Series Visual Guide to ETFs gives you a full understanding of ETFs, including: how ETF portfolios work, the short interest of ETFs, trading and liquidity in ETF markets, how they relate to the "Flash Crash" of 2010, how to execute orders, and various trading strategies. Also looking towards the future, the book provides information on finding ETFsmdash;including fund searches, fund news, measuring and valuing ETFs, evaluating their correlation to the underlying sector or commodity being tracked, and much more. As a result, it serves as a resource not just for understanding ETFs today, but for taking advantage of what's to come. The Bloomberg Financial Series Visual Guides cover today's most relevant finance and trading topics in a comprehensive, yet easy-to-follow style. The content is presented in the most visual of manners thus bringing to life key concepts for finance professionals and truly lives up to the series name by examining concepts in a highly visual waymdash;all charts are in color and presented in a large format for ease of use. Other strong visual attributes include consistent elements that function as additional learning aids for the reader, such as: Key Points, Definitions, Step-by-Step, Do It Yourself, and Bloomberg Financial Series Visual Guide functionality. And for e-reader users, the Bloomberg Financial Series Visual Guides are available as enhanced e-books offering special features, like a Test Yourself section where you can test your newly honed knowledge and skills. The enhanced e-book versions also include video tutorials and special pop-up features. They can be purchased wherever e-books are sold.About the AuthorDavid J. Abner currently heads Capital Markets for WisdomTree Asset Management, an ETF issuer based in New York. In his twenty years in finance, he has been managing director at both BNP Paribas and Bear Stearns, building and managing ETF sales and trading businesses. Abner travels around the U.S. and the world, advising institutions and asset managers on how best to build and trade ETF portfolios. He is passionate about the

future of the ETF industry and continues to develop more efficient systems and techniques for ETF investors.