

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

By David J. Abner

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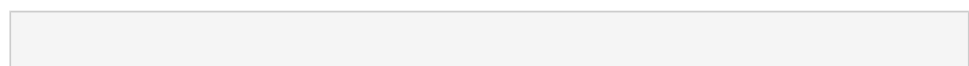
**A visual guide to one of the fastest growing areas in trading and speculation**

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 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.



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## **Visual Guide to ETFs, Enhanced Edition (Bloomberg Financial) By David J. Abner Bibliography**

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### Editorial Review

From the Back Cover

#### **Bloomberg 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 ETFs—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 way—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.

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About the Author

**David 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.

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