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Master the Low-Risk ETF-Based

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*Investing Strategy That Gives You the
Chance to Make Money in Any Market
Climate “Tom Lydon has been a leader
in the ETF business for many years.
His new book walks through the basics
of ETFs investing and shows why
professionals—and increasingly,*

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individuals—are turning to ETFs.”

–Bob Pisani, CNBC Reporter “Our complex and global financial system has created a powerful need for guideposts for investors and traders alike. Tom Lydon provides an excellent tool to help navigate the current

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*economic environment in a clear,
concise, easy-to-understand way.”*

*–John L. Jacobs, EVP and CMO, The
NASDAQ OMX Group, Inc. “There are
hundreds of writers, speakers, and
advisers clamoring to get a seat
aboard the ETF bandwagon. However,*

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if you're looking for genuine insight from a real pioneer, then read Tom Lydon. Not only is Tom's The ETF Trend Following Playbook a principled how-to guide for individual investors, it is requisite reading for money managers." –Gary Gordon, Editor of

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ETFExpert.com “Tom Lydon has put together a concise handbook for the active ETF trader outlining the key drivers of successful trend investing. *The ETF Trend Following Playbook* provides sound advice for traders as well as a comprehensive and up-to-

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date tour of all the ETF world has to offer.” –Scott Burns, Director of ETF Analysis at Morningstar

Learn how to evaluate any investment fund before deciding where to place your money so you can ensure you generate more wealth and protect your

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cash. This valuable guide will help you make the right investment decisions by:

- Explaining the procedures that should be followed before investing money anywhere.*
- Helping you cut through marketing language to get a real sense of how risky a company's strategy may*

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be. - Showing you what questions to ask of investment fund managers so you're more comfortable investing in a company. - Showing you how to recognise the warning signs of risky investments. This book will also help you identify companies who

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*consistently deliver high returns,
thereby allowing you to generate more
wealth by investing in successful, and
stable, funds.*

*Now you can master the art of foreign
exchange trading While most currency
trading and foreign exchange books*

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*focus on international finance theory
or simplistic chart-based strategies,
The Art of Currency Trading is a
comprehensive guide that will teach
you how to profitably trade currencies
in the real world. Author Brent
Donnelly has been a successful*

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interbank FX trader for more than 20 years and in this book, he shares the specific strategies and tactics he has used to profit in the forex marketplace. The book helps investors understand and master foreign exchange trading in order to achieve sustainable long-term

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financial success. The book builds in intensity and depth one topic at a time, starting with the basics and moving on to intermediate then advanced setups and strategies. Whether you are new to currency trading or have years of experience, The Art of Currency

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Trading provides the information you need to learn to trade like an expert.

This much-needed guide provides: an insider's view of what drives currency price movements; a clear explanation of how to combine macro fundamentals, technical analysis,

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behavioral finance and diligent risk management to trade successfully; specific techniques and setups you can use to make money trading foreign exchange; and steps you can take to better understand yourself and improve your trading psychology and discipline.

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Written for currency traders of all skill levels, international stock and bond investors, corporate treasurers, commodity traders, and asset managers, The Art of Currency Trading offers a comprehensive guide to foreign exchange trading written by

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a noted expert in the field.

*"This is a very important
book."--Martin Wolf, Financial Times
A provocative look at how today's trade
conflicts are caused by governments
promoting the interests of elites at the
expense of workers Longlisted for the*

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*2020 Financial Times & McKinsey
Business Book of the Year Award*

*"Worth reading for [the authors']
insights into the history of trade and
finance."--George Melloan, Wall Street
Journal Trade disputes are usually
understood as conflicts between*

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countries with competing national interests, but as Matthew C. Klein and Michael Pettis show, they are often the unexpected result of domestic political choices to serve the interests of the rich at the expense of workers and ordinary retirees. Klein and Pettis trace the

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origins of today's trade wars to decisions made by politicians and business leaders in China, Europe, and the United States over the past thirty years. Across the world, the rich have prospered while workers can no longer afford to buy what they produce, have

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lost their jobs, or have been forced into higher levels of debt. In this thought-provoking challenge to mainstream views, the authors provide a cohesive narrative that shows how the class wars of rising inequality are a threat to the global economy and international

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peace--and what we can do about it.

FT Guide to Using the Financial Pages

Forex Revolution

FT Guide to Bond and Money Markets

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and Index Funds*

Advanced Technical Analysis of ETFs

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Trade Wars are Class Wars

Do you want to feel more confident about your investment decisions? Do you need to have a better understanding of how the stock markets value a business? Do

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you want to know what the key ratios are that drive share price performance? The Financial Times Guide to Making the Right Investment Decisions is the insider's guide to how the market examines companies

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and values shares. It helps you understand the factors that drive long term wealth creation as well as highlighting the key risks that lead to value being destroyed. Originally published as Analysing Companies and

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Valuing Shares, this new edition has been fully revised and includes a new and easy to follow framework for understanding valuation. Perfect for investors at all levels, it guides you through the

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investment maze, and highlights the key issues you need to consider to invest successfully. The Financial Times Guide to Making the Right Investment Decisions: · Gives you an easy to follow framework

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*to guide your decision-making ·
Explains clearly and concisely
key financial concepts and how
they drive valuation · Shows you
the key ratios to monitor and
how they affect share prices ·
Illustrates the key risks and*

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*warning signals that will help
you avoid losses · Identifies the
qualities of company
management and governance
that differentiates winners from
losers · Brings the issues and
numbers to life with real*

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examples and case studies In a challenging economic and stock market environment, the need to take better informed decisions is vital. This clear, common sense guide provides a comprehensive and accessible

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*framework for understanding
the valuation of a business and
what drives its share price.
Knowing the key numbers,
ratios and techniques that
professional investors use will
help you to reduce your risk and*

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invest more profitably.

'A great, practical guide to all aspects of networking - stuffed with lots of quick and easy tips to help you leverage the power of your network.' Ivan Misner, NY Times bestselling author and

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*founder of BNI and Referral
Institute 'This practical and easy-
to-read book will quickly get you
the results you need from your
network.' Charlie Lawson, BNI
UK and Ireland national director
'A "must read" for anyone*

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*wanting to use the power of
face-to-face AND online
networking to generate career
and business success.' Andy
Lopata, author of
Recommended and And Death
Came Third Up to 80 per cent of*

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opportunities come from people who already know you, so the more people you know, the more chance you have of winning the new business or career you want. The Financial Times Guide to Business

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Networking is your definitive introduction to a joined-up networking strategy that really works. This award-winning book has now been fully updated to include new chapters on generating referrals and

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boosting your confidence when networking, as well as the latest advice on social networking sites. Successfully combine online and offline networking techniques Develop the best networking approaches and

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behaviours Make a great first impression, build rapport and generate strong business relationships Talk to the right people, have productive conversations and effectively work a room

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Since the first edition of The Financial Times Guide to ETFs was published in 2009, the number of ETFs in issue has doubled and ETFs are now common both on investor platforms and increasingly

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amongst financial advisors. This massive increase in demand has highlighted an urgent debate - just how dangerous are ETFs and how much do investors and advisers understand about the structure of the index tracker?

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The second edition of this book attempts to answer this debate and is the indispensable bible on trackers for professional advisers and serious private investors. This new edition also features a chapter based

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around the theme of Due Diligence and a new chapter on How to use ETFs and Index Funds for the Long-term, as well as a new Jargon busting section and a new appendix looking at new ideas beginning to emerge.

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Financial Times Guide to Income Investing is the complete reference guide for all investors wanting their shares and investments to provide market beating — and continuous — income. This book provides you

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with the necessary tools of the trade so you can work out the best strategy to follow guiding you through the mainstream, and not so mainstream, investment vehicles. Beginning with an introduction describing

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the basics of risk, return, volatility, structure, inflation and investing, the book introduces the simplest and safest products and funds before moving on to those higher risk strategies that will pay the highest income.

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*Grow Your Income Through
Smarter Investing*

*The Financial Times Guide to
Options*

*An Insider's Guide to the Real
World of Foreign Exchange
Trading*

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*Top Asset Managers Share Their
Methods for Beating the Market
The Financial Times Guide to
Selecting Shares that Perform
Coordinated Portfolio
Investment Survey Guide
(second edition)*

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*Build wealth and protect your assets! A world-class investor shows how to carefully evaluate any fund, identify winners, and avoid losers! * *Uncover the real risks associated with any fund or other investment--including secrets the prospectus won't tell you. *Discover*

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what questions to ask investment fund managers, and how to ask them.

**Identify successful, stable funds that consistently deliver higher returns.*

**Expert, insider advice from a leading hedge fund manager. In today's treacherous financial markets, millions*

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of fund investors are seeking better ways to identify profitable investments and avoid unacceptable risks. In this book, leading hedge fund manager Jérôme de Lavenère Lussan tells them exactly how to do so. FT Guide to Investing in Funds tells investors at all levels of experience

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how to:

- * *Cut through marketing language to understand how risky a fund or company's strategy may be.*
- *Ask the right questions of investment funds and their managers, and identify critical warning flags.*
- *Identify stable, successful investments capable of*

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delivering consistently superior returns.

**Generate more wealth with fewer
sleepless nights!*

*The Financial Times Guide to Banking is
a comprehensive introduction to how
banks and banking works. Best-selling
author Glen Arnold provides you with a*

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foundation for understanding the wide variety of activities undertaken by banks. He shows you why these global institutions are so important to consumers and finance professionals alike and explains how their activities impact on everyday life. The Financial

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*Times Guide to Banking will give you: -
A thorough understanding of all types of
banking from retail through to asset
management and investment banking. -
An overview of global banking including
the worldwide evolution of the sector,
the influence of cross-border money*

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flows and the importance of modern banking to international development - Expert knowledge about instruments and markets including debt markets, futures markets and swaps and options - Insight into the crucial importance of central banking and government regulation -

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*Answers to the big questions about
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payment systems and banking success
An introduction to the fast growing \$1.5
billion foreign exchange trading
marketplace, showing you how the
markets work, how to trade them*

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successfully and how to mitigate risk.

The Financial Times Guide to Foreign Exchange Trading is the authoritative primer, the first port of call for anyone interested in foreign exchange trading and wants to know what it is all about before taking the plunge.

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Exchange-Traded Funds For Dummies, 3rd Edition will guide readers through the investment process so they invest wisely and learn to make a profit. The stock market can seem daunting, but with the help of Dummies, anyone can learn how to invest in ETFs. They're

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transparent, easy to trade, and tax-efficient. Don't be scared away by the constant innovation of ETFs. Get ahead of the curve and start investing with confidence.

*Guide to U. S. Government Publications
Profiting from Trends in Bull or Bear*

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*Markets with Exchange Traded Funds
(paperback)*

*10 Ways to Beat the Stock Market
A practical guide to building and
maintaining intelligent investment
portfolios*

Mastering Exchange Traded Equity

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Derivatives

Trillions

Written by veteran financial professional and experienced author Richard Ferri, The ETF Book gives you a broad and deep understanding of this important investment vehicle

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and provides you with the tools needed to successfully integrate exchange-traded funds into any portfolio. Each chapter of The ETF Book offers concise coverage of various issues and is filled with in-depth insights on different types of

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ETFs as well as practical advice on how to select and manage them.

From the Financial Times's global finance correspondent, the incredible true story of the iconoclastic geeks who defied conventional wisdom and endured Wall Street's scorn to launch

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the index fund revolution, democratizing investing and saving hundreds of billions of dollars in fees that would have otherwise lined fat cats' pockets. Fifty years ago, the Manhattan Project of money management was quietly assembled in

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the financial industry's backwaters, unified by the heretical idea that even many of the world's finest investors couldn't beat the market in the long run. The motley crew of nerds—including economist wunderkind Gene Fama, humiliated

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industry executive Jack Bogle, bull-headed and computer-obsessive John McQuown, and avuncular former WWII submariner Nate Most—succeeded beyond their wildest dreams. Passive investing now accounts for more than \$20 trillion,

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equal to the entire gross domestic product of the US, and is today a force reshaping markets, finance and even capitalism itself in myriad subtle but pivotal ways. Yet even some fans of index funds and ETFs are growing perturbed that their swelling heft is

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destabilizing markets, wrecking the investment industry and leading to an unwelcome concentration of power in fewer and fewer hands. In Trillions, Financial Times journalist Robin Wigglesworth unveils the vivid secret history of an invention Wall Street

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wishes was never created, bringing to life the characters behind its birth, growth, and evolution into a world-conquering phenomenon. This engrossing narrative is essential reading for anyone who wants to understand modern finance—and

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one of the most pressing financial uncertainties of our time.

Covers every aspect of equity derivatives markets for the market professional, including: the markets and how they work; the key players; the instruments traded; trading

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strategies and techniques; and risk management.

The FT Guide to Business Coaching shows you everything you need to know about becoming a business coach, from how to find out if you 've got what it takes, through the

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basic tools and models that really work. This book gives you a step-by-step guide to the tools, the market knowledge and the crucial new techniques from psychology you need to become an exceptional business coach. Clear, compelling and

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comprehensive, covering classic and fresh material from both business and psychology, this is the first book to cover both the critical elements of world-class business coaching. This book takes you through a tried and trusted process developed specifically

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for senior business leaders. It will help you: Know when to coach and when to lead. Build powerful listening skills. Get to grips with the most useful and up-to-the minute coaching tools and psychological techniques. Calculate if – and crucially, how - you can make

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a living as a business coach. Decide if, how and when to go for accreditation as a coach.

Strategies and Market Psychology for
Serious Traders

A Step-by-step Guide to the Markets,
Applications & Risks

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The ETF Trend Following Playbook
Exchange-Traded Funds For
Dummies

Exchange-Traded Funds in Europe
The definitive companion to
investment and the financial markets

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*Funds and Index Funds How to Use
Tracker Funds in Your Investment
Portfolio Pearson UK*

*'One of the best books on stock
market investing that I've ever
read.' Christopher Gilchrist, Editor,
The IRS Report 'Lucid and*

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perceptive – any intelligent person can follow this guide and be on equal terms or better with the best professional money managers.’ Dr Peter Johnson, Saïd Business School, Oxford University

Is your investment strategy right for you?

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*Could you be making more money?
The Financial Times Guide to
Selecting Shares that Perform helps
you identify the approach to buying
and selling shares that is best suited
to you. It will help you to align your
strategy based on the time and*

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money you have available, taking into account your overall objectives and your attitudes to risk and loss. In this thoroughly updated fifth edition of their bestselling investment classic, Richard Koch and Leo Gough explain 10

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distinctive and proven investment techniques for you to choose from. They describe the different tactics needed to succeed in today's market conditions and show you how it can be fun and profitable to try to beat the stock market. The Financial

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*Times Guide to Selecting Shares
that Perform gives you: 10 proven
approaches to selecting successful
shares A quiz to help you identify
what kind of investor you are and
what strategy is right for you
Practical advice to help you trade*

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*more confidently on the stock
market Examples and explanations
of successes and failures
Convincing reasons why you should
manage your own share portfolio
This thorough reference guide to
reading and really understanding*

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the financial pages shows you where to look for information and how to make best use of it. Designed for a range of users, from corporate managers to individual investors, it shows you how to assess and evaluate information so as to

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benefit your investing and saving strategies and better understand economic indicators and financial jargon. Financial Guide to Using the Financial Pages uses real examples from the financial newspapers, case studies of

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businesses, company reports and electronic information. This new edition has been fully updated with new features, including: - A wider range of examples of financial information. - References at the end of each chapter, rather than at

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*the end of the book. - Online and
'new media' references
incorporated throughout the book -
More discussion on financial
regulation and governmental
bodies. - A glossary of financial
terms.*

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The Up-to-the-Minute Guide to ETF Investing: Pick the Right ETFs for Your Unique Goals! “The authors cover the ETF waterfront. Whether you are a young investor just starting out or a seasoned stock veteran looking for new investment

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*opportunities, this book is a
valuable resource.” Sam Stovall,
Chief Investment Strategist,
Standard & Poor’s Equity Research
"Finally! Lydon and Wasik
objectively analyze exchange traded
funds for the average person. We*

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particularly liked iMoney's comparisons with more familiar mutual funds, the clear discussions about risks, and the varying viewpoints from some of the industry's smartest minds." Alan Lavine and Gail Liberman,

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*syndicated columnists for
Marketwatch.com and authors of
Quick Steps to Financial Stability.
Smart investors have made ETFs
today's hottest investment. iMoney is
the only ETF investment guide with
up-to-the-minute advice that*

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*reflects today's ETF marketplace:
advice that is fully customized to
your specific investment goals. The
authors explain exactly how ETFs
fit into today's investment universe.
Even better, they present specific
roadmaps, strategies, and model*

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portfolios for a wide range of investors, from recent college graduates through retirees. You'll learn how to build and monitor your ETF portfolio; choose among the fast-growing array of ETFs; and profit from changing global

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market trends. The authors discuss domestic and foreign stock ETFs; sector, commodity, and currency ETFs; fixed income ETFs, long/short ETFs, and even “actively managed” ETFs. They preview emerging industry trends, and

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objectively assess the key criticisms that have recently been leveled at ETFs. · Tomorrow's ETF book, not yesterday's! Reflects the newest ETFs and strategies, and prepares you for emerging market trends · By two of the world's leading ETF

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*experts... ...Tom Lydon, founder of
ETF Trends.com, the nation's #1
consumer ETF site, and John F.
Wasik, global personal finance
columnist · Provides specific
strategies and portfolio
recommendations Not just theory!*

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commodity, currency, and bond
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Investing in ETFs For Dummies

District Heating and Cooling

Networks in the European Union

The ETF Book

Profitable ETF Strategies for Every

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Investor

*How to use the power of online and
offline networking for business
success*

'The most damaging half truth for savers is “performance matters more than expenses”. Read this

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book carefully and the financial services industry will have one fewer easy victim, but you will have a sound base for a lifetime of successful investment.' Martin White, Chair of UK Shareholders Association This is one of those

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great big books to buy and then tuck away for constant reference. It's a tour through everything from managing a portfolio to establishing a fair intrinsic value for a share. If it moves in the world of investing, it's probably here.'

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David Stevenson, 'Adventurous Investor' in the Financial Times
'Informative and easy to read,
Glen Arnold has produced
arguably the most comprehensive
book there is today on stock
market investing and one that

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unquestionably will give an edge to any retail investor. This is a must read for anyone serious about investing.' Simon Thompson, Companies Editor, Investors Chronicle The Financial Times Guide to Investing is the

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definitive introduction to the art of successful stock market investing. Bestselling author Glen Arnold takes you from the basics of what investors do and why companies need them through to the practicalities of buying and

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selling shares and how to make the most from your money. He describes different types of investment vehicles and advises you on how to be successful at picking companies, understanding their accounts,

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managing a sophisticated portfolio, measuring performance and risk and setting up an investment club. The third edition of this investing classic will give you everything you need to choose your shares with skill and

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confidence. Thoroughly updated,
this edition now includes: -

Comprehensive advice about unit
trusts and other collective
investments - A brand new
section on dividend payments and
what to watch out for - An

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expanded jargon-busting glossary
to demystify those complex
phrases and concepts - Recent
Financial Times articles and
tables to illustrate and expand on
case studies and examples -
Detailed updates of changes to

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tax rates and legislation as well as increases in ISA allowances and revisions to capital gains tax

An introduction to the fast growing \$1.5 billion foreign exchange trading marketplace, showing you how the markets work, how to

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trade them successfully and how to mitigate risk. The Financial Times Guide to Foreign Exchange Trading is the authoritative primer, the first port of call for anyone interested in foreign exchange trading and wants to know what it

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is all about before taking the
plunge.

This jargon-busting book
describes how the bond and
money markets work and how
they impact on everyday life. It
assumes no specialised prior

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knowledge of finance theory and provides an authoritative and comprehensive run-down of the workings of the modern financial system. It's in the money markets where money, or the value of money, can be bought and sold.

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It's the place where Treasury bills, deposits, repurchase agreements, short-lived mortgages etc, can be traded. These are crucial to the global economy because they provide liquidity funding for the global financial system. Bond

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markets operate in the same way but are financial markets where participants can issue new debt or buy and sell existing debt – known as bonds. As with money markets, bond markets are key because they provide money

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where no money previously existed (think of your mortgage). Using real world examples from media such as the Financial Times, bestselling author Glen Arnold gives an international perspective on these markets.

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Understand key bond and money market terms and banking products Explore the wide variety of types of markets and their functions eg. LIBOR, gilts, government debt Gain insight into the main factors influencing prices

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in the financial markets Learn how
fluctuations in the money markets
can affect you and your own
money strategies

Diversify! Add ETFs to your
investment portfolio Whether you
are a seasoned investor or you're

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just getting into the investment game, one thing is certain: you need to diversify! Investing In ETFs For Dummies is a practical, easy-to-use resource that introduces you to the world of exchange-traded funds—and

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provides you with the knowledge you need to incorporate ETFs into your investment strategy.

Discover commodity ETFs, style ETFs, country ETFs, and inverse ETFs, all of which play an important role in this new trading

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environment. Supplement your knowledge with an understanding of the risks and rewards associated with ETF investments, and consider how ETF investments can complement your current portfolio. Though not as

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well-known as some other investment options, ETFs are wonderful tools for filling in the gaps in your investment portfolio. These investment options have the power to give you access to markets or investment areas that,

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otherwise, may be restricted, too expensive, or exceedingly risky—and can open investment doors you may have not yet considered. Understand how to navigate the ETF marketplace with confidence Make informed

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investment decisions based upon
fundamental knowledge about the
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