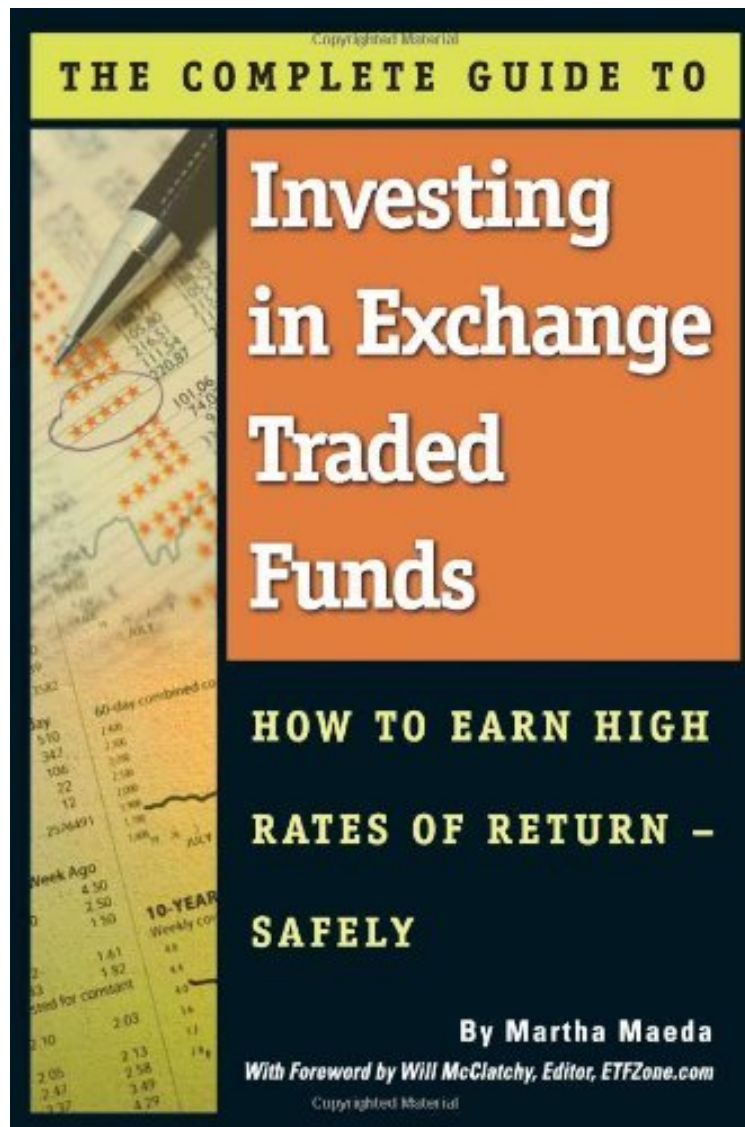


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# The Complete Guide to Investing in Exchange Traded Funds: How to Earn High Rates of Returns- Safely

Martha Maeda

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you were brave enough to start investing your money in something that could earn you real returns? If you're looking for a safer alternative to playing risky stock market games with your life savings, pick up a copy of "The Complete Guide to Investing in Exchange Traded Funds." Exchange traded funds (ETFs) are investment vehicles that make it possible for one person to own a share of a range of stocks, instead of investing in just a few individual companies. Since these modifications of the mutual fund are cheap to buy and own, have instant liquidity, and delay taxes, ETFs can be good vehicles for investing for retirement, investing for education, fleshing out a portfolio, or tax loss harvesting. According to the author, ETFs have grown more than 20 percent per year for over 15 years. In simple and easy-to-understand language, "The Complete Guide to Investing in Exchange Traded Funds" explains what you need to know to begin investing with confidence. Some of the historical analysis at the beginning is a bit dry, but the vast majority of the information in this book will be helpful for those who are new to the world of investing. Pay close attention in particular to Chapter 20, with its list of frequently asked questions, common beginner investment mistakes, and sample portfolios. In case you're thinking the book this book is nothing but an advertisement for ETFs, the author does spend a fair amount of time describing situations in which this investment vehicle is not the best choice. And, while it includes a list of ETF providers, the book does not appear to endorse one particular fund over the other. So, while this shouldn't be your sole source of financial information, it appears to be a fairly objective analysis of the advantages and disadvantages of investing in ETFs.

1 of 1 people found the following review helpful. Interesting Book By Mr. Jeff B. Hallyburton Maeda's guide to exchange traded funds presents a compelling argument for ETFs as an alternative to other corporate investment strategies like mutual funds. The work reads like a chapter to chapter reference manual detailing the history of ETFs, their advantages, composition, and how individual funds line up with the market indexes they track. Though the author is a strong proponent of exchange traded funds, she maintains a level of thoroughness and impartiality that makes her work a valuable resource for evaluating ETFs as an investment strategy. The book contains a wealth of information relevant to investors already familiar with corporate investment strategies. The opening chapters detail exactly what an ETF is and how they can often provide a more attractive investment than mutual funds due to lower costs and less room for human error. In fact, much of the first few chapters is dedicated to how ETFs provide a more satisfying investment because they follow market norms more accurately than other types of mutual funds. Maeda goes to great lengths to point out the major advantages that would attract the interest of seasoned investors, namely lower tax liabilities, lower costs for trading shares, and much higher transparency than more traditional mutual funds can offer. Her analysis is both thorough and compelling enough to assuage the reservations of many discerning readers who will likely find ETFs a beneficial addition to their portfolios. With the level of detail provided by Maeda's work, it would be understandable to assume that it would be too inaccessible for beginning investors simply looking to explore their options. Thankfully, this is not the case. Each chapter is laid out simply and easily so that a reader can review what information is relevant to them and move on. The author also provides comprehensive charts of the most critical information for easy reference. In fact it was often these charts that helped solidify the more extensive explanations contained earlier in the chapters, and would likely provide an excellent quick reference for novices and advanced investors alike. These provisions make The Complete Guide to Exchange Traded Funds a wonderful book to pick up and grow with as your investment strategy becomes more complex.

The growth of Exchange Traded Funds (ETFs) in recent years alongside an unprecedented access to investment resources by any individual with a computer has led to a major boost in the market for many of these funds. According to recently released numbers reported in the Chicago Tribune, there are more than \$608 billion in assets within ETFs, with almost \$400 billion of that in domestically traded assets an increase of almost 40 percent in one year. This book will provide for you a complete guide to both understanding how to invest in Exchange Traded Funds and to earn the highest possible rates of return without risking your financial future. You will learn why the ETF has become the next major addition to essentially every casual trader's portfolio, offering a viable alternative to high-fee mutual funds and Wall Street infused stock trading. You will discover the multiple ways in which you can build the stock equity side of your portfolio, through large and small growth, sector investing, international investing, and with specialized stock ETFs. In addition to standard forms of ETFs, you will learn the various forms of Bond ETFs, Real Estate Investment Trading ETFs, and Commodity ETFs for gold, silver, and other precious metals. Also, you will discover why you should include a mixture of non-ETF investments in your portfolio to remain diversified at all times. A special section detailing a sample ETF portfolio and how yours should be organized will help you understand the format and building structure for ETF investments. The keys to buying and holding successfully, a stark change from normal investment strategies, will help you learn what ETFs do differently, while the listing of rule exceptions make it easy to recognize when you will have even more options than you originally expected. Through countless hours of interviews with financial professionals and newly independent traders like yourself, you will learn exactly how ETFs are being used today to revolutionize the world of personal finance, including retirement funding, education savings, and portfolio diversification. A list of commonly asked questions will ensure that every possible question you currently have is taken care of and the top ten mistakes that every new investor makes when starting with ETFs will help keep you from

increasing your risk. You will be shown the entire corral of trading options at your disposal, both online and offline, and how Internet trading can help to increase your returns even further. The vital task of risk management is touched on repeatedly within each chapter, while trading profiles help you understand which investments have been most successful in recent years. For anyone getting ready to start trading in the highly lucrative ETF market, this book is a must have tool. Atlantic Publishing is a small, independent publishing company based in Ocala, Florida. Founded over twenty years ago in the company president's garage, Atlantic Publishing has grown to become a renowned resource for non-fiction books. Today, over 450 titles are in print covering subjects such as small business, healthy living, management, finance, careers, and real estate. Atlantic Publishing prides itself on producing award winning, high-quality manuals that give readers up-to-date, pertinent information, real-world examples, and case studies with expert advice. Every book has resources, contact information, and web sites of the products or companies discussed. This Atlantic Publishing eBook was professionally written, edited, fact checked, proofed and designed. The print version of this book is 288 pages and you receive exactly the same content. Over the years our books have won dozens of book awards for content, cover design and interior design including the prestigious Benjamin Franklin award for excellence in publishing. We are proud of the high quality of our books and hope you will enjoy this eBook version.