



and an opportunity for further research at the author's website. Anyone looking for actionable models to trade, however, will be disappointed. 0 of 0 people found the following review helpful. Free lunch! By tgh This is a basic book on EFT or exchange traded funds. EFT are a very efficient and cost effective way of investing. They are one of the few worthwhile investment tools developed in recent years. 0 of 0 people found the following review helpful. Recommended By Timothy K Tang A very useful resource

Top ETF investors reveal how to best leverage today's hottest investment vehicle for both long- and short-term profits. Aniket Ullal reveals the secrets of profiting from Exchange-Traded Funds. In the tradition of Market Wizards, Ullal interviews top ETF investors to find out their ETF investing strategies and how they construct their portfolios. The book explains the basics of ETFs, how they work, why they're growing in popularity, and how you can get your share of the profits. Aniket Ullal is the founder of First Bridge Data, a provider of institutional quality data and analytics on ETFs, whose clients include financial advisors and hedge funds.

About the Author Aniket Ullal is the founder of First Bridge Data, which provides financial advisors and hedge funds with institutional-quality data and analytic dashboards to evaluate, compare, and monitor their ETF investments. Previously he had product management responsibility for SP's U.S. Indices, which have over \$100B in ETF assets tracking them.