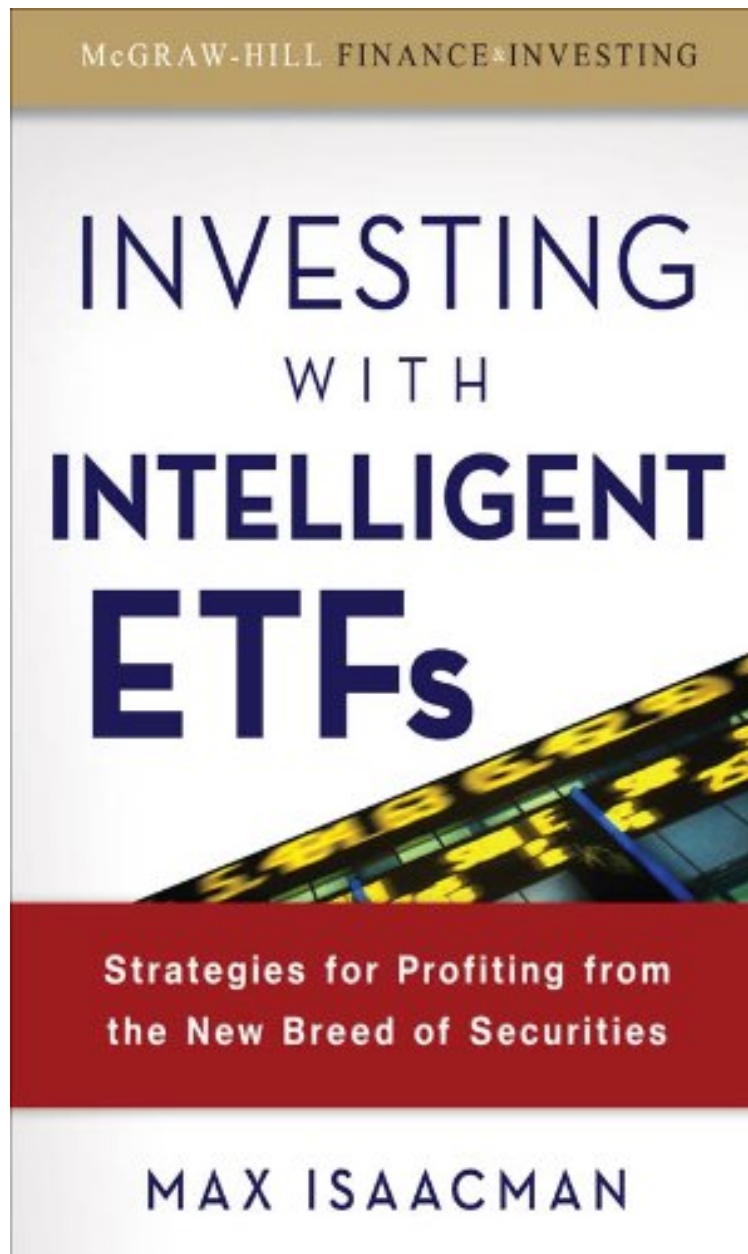


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This text by Max is easy to read and explains the variety of ETFs that are now available. I would have liked to see more graphs on the actual performance of these ETFs and more on portfolio construction using the ETFs in the text. That aside, it is an educational book and worth the acquisition and read.
5 of 5 people found the following review helpful. Not enuf meat, too many generalities
By Customer
This book title was interesting, but it fails to bring much "new" info. It has many pages of particular ETF's, but most of the lists are incomplete, e.g. give 2 times short, but does not give single shorts, nor equivalent longs, etc. Most of the info can be found on Yahoo, other places. There are some big "goofs" - like inferring that the markets are now (as of 2007?) stable! He cites VIX as an example, "stable at about 15", as of recent - Sept 2008 VIX has hit 40! So much for the books "predictions". I do not recommend this book.
2 of 6 people found the following review helpful. Excellent book, difficult topic written to make it easy to understand
By Joyce Glick
This book by Max Isaacman is one of his finest. He writes in a manner that the lay person has an ability to grasp, since the material is usually difficult to follow. I highly recommend this book for all investors new and old.

The first book of its kind, *Investing with Intelligent ETFs* scrutinizes one of the most innovative and popular investment securities on the financial market today. Attracted to ETFs' built-in diversification and their flexibility regarding trading and investing styles, high-level investors have been flocking to them for several years. At the present time, there are 646 ETFs, containing \$620 billion in assets, and the types of strategies used are continually growing. Max Isaacman, author of the groundbreaking *How to be an Index Investor*, offers a timely analysis that provides a close look at the intelligent ETFs available today, explaining how to use the latest securities and indexes to add risk-adjusted gain (alpha) to your portfolio. He introduces you to the various ETF providers and supplies the information you'll need about the many securities variations, including the most complex and specialized. You'll learn how to invest in: New intelligent ETFs that use quantitative measurements to beat the market Fundamentally weighted ETFs, which at times outperform cap-weighted ETFs Passive ETFs for sector representation and market participation BRIC (Brazil, Russia, India, China) ETFs, from the fastest growing economies in the world *Investing with Intelligent ETFs* explains how these and other ETFs are constructed, and why they are superior to stocks and mutual funds. Illustrating strategies previously available only to professional investors, it helps you maximize your leverage and versatility in today's increasingly complex but profitable global market. With this thorough, insightful book, you can participate in new innovative investment strategies with all the knowledge and confidence you'll need.

From the Back Cover
Max Isaacman, a leading expert on Exchange Traded Funds (ETFs) and author of *How to be an Index Investor*, provides a comprehensive look at the new generation of ETFs, which are constructed to outperform the initial indexes and add risk-adjusted gain to your portfolio. Providing the flexibility of stocks and the diversification of indexing, ETFs are among the most exciting and fastest-growing investment tools today. Despite their popularity, however, there has been no single resource to help investors take advantage of intelligent ETFs--until now. *Investing with Intelligent ETFs* shows how these securities are constructed and enables you to execute professional-level investment strategies. Some of these securities are constructed to increase returns by as much as 200 percent. Isaacman provides important information and insight into the new ETFs that: Track indexes of currencies and commodities Provide exposure to emerging markets Have a low correlation to the stock market Generate better returns in down to sideways markets Replicate a fundamentally weighted index According to Isaacman, intelligent ETFs are the ideal stock market investment. With charts and graphs comparing new security performance to that of the original classes, *Investing with Intelligent ETFs* helps you get in on one of the most innovative financial securities of our time.
About the Author
Max Isaacman, a leading authority on world-wide financial trends and investing in the new global economy, was a financial consultant at Merrill Lynch, manager at SG Cowen, and a vice president at Lehman Brothers. He is a registered investment advisor with East/West Securities in San Francisco, advising individuals and institutions. Isaacman was a financial columnist for the San Francisco Examiner and wrote for many publications, such as Delta Airlines SKY magazine. He has appeared on CBS MarketWatch, Tech TV, and the FTSE Global Index Conference, Geneva, Switzerland. Isaacman is the author of *How to be an Index Investor*.