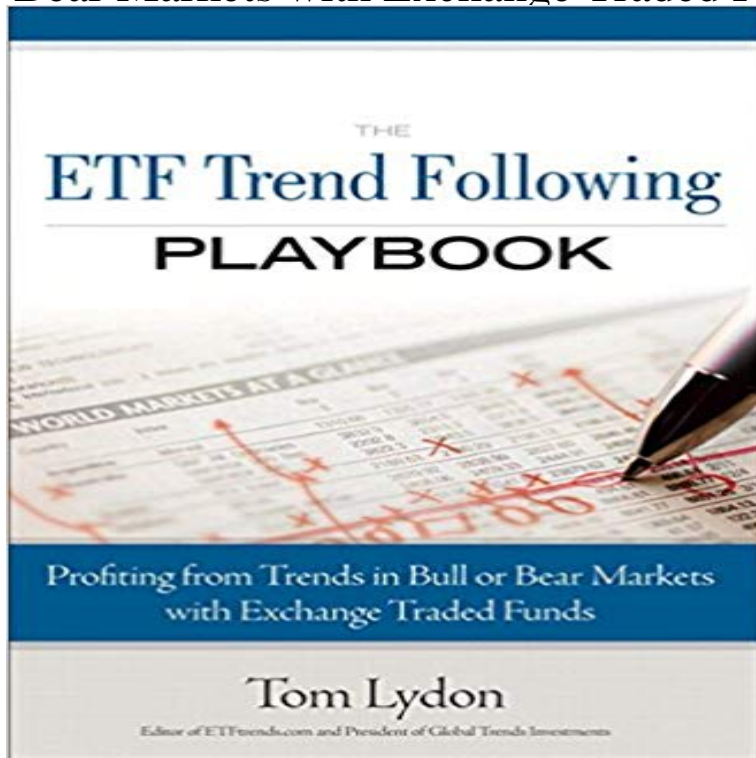


# The ETF Trend Following Playbook: Profiting from Trends in Bull or Bear Markets with Exchange Traded Funds (paperback)



Master the Low-Risk ETF-Based 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, 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 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, 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 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-date tour of all the ETF world has to offer. Scott Burns, Director of ETF Analysis at Morningstar

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