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July 2013

Retail Educational Strategies and Tactics Issue

Article Summaries:

Whitepapers

Managers are spending more time on whitepapers to educate their institutional and retail clients on a variety of topics.

ETF Education

ETF sponsors are offering more sophisticated education programs, but also need to maintain focus on new adopters.

Organizational Structure and Staffing

As investing becomes increasingly complex, education-focused marketing is making its mark.

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