



CERULLI
ASSOCIATES

Readers' Choice Issue

THE CERULLI EDGE®

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U.S. ASSET MANAGEMENT EDITION

SPECIAL EDITION
Insights from all
eight of Cerulli's
practice groups

Getting Real about Green Shoots *Cerulli identifies tangible green-shoot opportunities*

During the year, readers of *The Cerulli Edge—U.S. Asset Management Edition* bring to our attention many topics about which they would like more information. This year, having weathered the worst of the recession, our clients are rebuilding and looking to pursue growth opportunities. Thus, Cerulli has built this annual Readers' Choice issue to present green shoot opportunities throughout the financial services industry.

Analysts from all eight of our practice groups: U.S. Institutional Asset Management, U.S. Retail Asset Management, Intermediary Distribution, Investor Metrics, Managed Accounts, Retirement, Annuities and Retirement Income, and International present their opinions of a viable opportunity in their area of expertise. Backed by proprietary data and ongoing research, this issue presents qualitative analysis, quantitative insights, and actionable recommendations. ♦

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