



How to Create and Manage a Mutual Fund or Exchange-Traded Fund: A Professional's Guide (Wiley Finance)

Melinda Gerber

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With this book, author Melinda Gerber walks you through the twenty-nine steps needed to start a mutual fund and the thirty-six steps needed to start an ETF. She provides costs and detailed explanations of how to accomplish each task from fledgling idea to the actuality of selling shares, and also takes the time to explain the importance of creating a clear vision for your fund as well as how to successfully profile customers and identify your competition.

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