MULTI-ASSET TRADING STRATEGIES

FROM THE EDITOR

Our goal for the Guides has always been to provide a single reference to the investment community on cutting edge topics. With that goal in mind, we have put together a guide on a new topic, Multi-Asset Trading Strategies. Multi-Asset trading is growing rapidly. Traders are looking for increased efficiency, more automation and better workflows. With the ever changing investment strategies and vehicles, new trading options are essential.

Our inaugural Guide on Multi-Asset Trading Strategies discusses topics ranging from the importance of trade bundling, new platform options, and stock futures as an alternative to securities lending, to the evolution of electronic trading across asset classes, multi-asset portfolios through ETFs, and transaction cost and liquidity-in-equity options.

As always, we hope you find the information presented in the Guide useful and insightful, and in this case, timely.

Brian R. Bruce
Editor

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Brian is a professor at Southern Methodist University's Cox School of Business teaching both undergraduate and MBA classes which manage over $6 million of the SMU endowment.

Brian previously was Chief Investment Officer in charge of equity management and research at PanAgora Asset Management. PanAgora has over $23 billion in institutional equity assets. Prior to joining PanAgora, Brian was as a full time professor at Southern Methodist University and President and Chief Investment Officer of InterCoast Capital, a Dallas based subsidiary of a Fortune 500 energy company. He previously worked at State Street Global Advisors, the Northern Trust Company and Stein Roe & Farnham.

Brian received his M.B.A. from the University of Chicago, M.S. in Computer Science from DePaul University, and a B.S. in Business Administration from Illinois State University. He is a member of the Illinois State University College of Business Hall of Fame and is winner of the University of Chicago Graduate School of Business CEO Award.

Brian has published numerous scholarly articles and books including *Analysts, Lies, and Statistics* which he co-authored with Harvard Business School professor Mark Bradshaw. He is also the Editor-in-Chief of Institutional Investor's *Journal of Investing,* Editor of the *Journal of Behavioral Finance* and Editor of *The Journal of Trading*. Brian frequently appears in the media including NBC, ABC, CNBC, *Wall Street Journal,* Bloomberg, *Washington Post, New York Times,* Associated Press, Reuters, *Financial Times* and *Business Week*. Brian also serves on many boards of directors including The Center for Investment Research, the CM Family of Mutual Funds and the Institute of Behavioral Finance.

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In appreciation for being a valued subscriber to one of Institutional Investor's thought-leading publications, please enjoy this Guide to Multi-Asset Trading. The Investment Guide Series is published by Institutional Investor's Journals Division. The articles are timely and informative, written by authoritative specialists.

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