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## Editor's Letter

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## FROM THE EDITOR

**THE GUIDE TO EXCHANGE-TRADED FUNDS** is in its sixth year and interest in this asset class continues to be widespread. Assets in both domestic and international ETFs continue to grow at a rapid pace. According to a report by Morgan Stanley, a total of \$669 billion was invested in ETFs globally as of June 30, 2007. New products are being launched all the time, with ETFs expanding into new sectors and regions.

Over the past six years, we have tried to bring you information on the latest innovations in the industry. This year our lineup includes articles on improved ETFs in the U.S., the growth of institutional ETFs, long-short strategies using ETFs, and gold ETFs.

The articles in the Guide offer practical and detailed information on product options, sector allocation, and investment strategies. We hope you find this information useful and insightful.

**BRIAN R. BRUCE**  
Editor

### **BRIAN R. BRUCE**

*Professor and Director of the Finance Institute • Cox School of Business, Southern Methodist University*

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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