



## E-Bonds: An Introduction to the Online Bond Market

Jake Wengroff

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This is a complete online approach to trading bonds. Although online bond trading began primarily for institutions, this has changed as individual investors seek a wider range of online financial opportunities. "E Bonds: The Definitive Guide to the Online Bond Market" provides a comprehensive overview of the marketplace, and identifies key players and emerging strategies for buying bonds online. Readers will walk through the entire transaction process for each of the primary platforms with the help of expert analysts, and learn more about accessing and trading bonds online through anecdotal examples, case studies, and perspectives from experienced online bond traders. Covering all fixed income instruments available to investors, "E Bonds" is a valuable reference for anyone looking to trade bonds over the Internet. Jake Wengroff (New York, NY) is an independent financial communications consultant and contributor to a number of financial publications including CFO magazine. Wengroff was formerly vice president of corporate marketing for Bear Stearns, where he worked on the firm's venture funds.

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