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Special Report:
Fund Families
Special Report

A Big Opportunity to Be Part of the Big Picture

Once a year, *Barron's* goes beyond its analysis of individual funds to take a look at the developments—and performance—of fund families.

Barron's unique **Fund Families Special Report** provides readers with a dynamic and valuable perspective on this important industry. Readers turn to this issue to learn more about the families they invest in—as well as the ones they work for! Among *Barron's* primary readers in business or the professions, 41% are fund managers with an average of \$11.3 billion in assets under management.

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Source: Barron's 2007 Primary Reader Study

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