



Factor/Style Investing

Smart Beta: Not New, Not Beta, Still Awesome (Supplement)

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In a supplement to our 2014 article in *Institutional Investor* called [Smart Beta: Not New, Not Beta, Still Awesome](#), its co-author Cliff Asness debated the merits of active, passive and blended approaches to smart beta with BlackRock's Andrew Ang and State Street Global Advisors' Jenn Bender.

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