

# eToro Launches Social Trading Network

Online trading firm e-Toro has launched a social trading network, OpenBook, that allows users to view, share, and even copy their chosen trader's moves in real-time.

By enabling traders to follow and interact with each other, the firm says that the new service breaks barriers between traders, accelerates knowledge sharing and shortens the learning curve for users who want to bring their trading experience to the next level.



e-Toro CEO, Johnathan Assia, says: "We want to give all our users a better position to succeed by transforming the lonely art of investing into an exciting collaborative activity. Everyone curious about financial markets can now witness trades as they happen, and watch how the experts plan their next move. Since e-Toro offers trading on global markets, people from all over the world can communicate easily around the clock and benefit from each other's knowledge."