ETF Play of the Day: PBW

Fund name: PowerShares WilderHill Clean Energy ETF (PBW)

When to buy: When to sell: With Google pledging to pump a proposed \$5 billion into a transmission system that will connect offshore wind farms to New Jersey and Virginia, ETF investors should shift their attention to opportunities in the "green" energy sector and focus on a short-term trade using the PowerShares WilderHill Clean Energy ETF.

PBW has a broader focus than the wind energy industry alone, and its underlying portfolio provides exposure to a wide range of firms that focus on greener and generally renewable sources of energy and technologies that facilitate cleaner energy. Top solar firms -- including Ascent Solar Technologies, which is already higher in premarket trading -- are also held in PBW's underlying portfolio. Firms such as ASTI, JA...

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