

# Trading social network launched

Trading platform eToro has launched a social networking service called OpenBook.

OpenBook allows users to share real time trades with a view to helping retail day traders boost their confidence and share skills and techniques. The service enables 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, eToro is hoping that OpenBook will break down the barriers between traders by increasing the speed at which market knowledge is shared.

Johnathan Assia, chief executive officer of eToro, said the company has always strived to make trading accessible to everyone. He said, '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 eToro offers trading on global markets, people from all over the world can communicate easily around the clock and benefit from each other's knowledge.'

eToro believes the new service effectively opens up financial trading to all levels of expertise. It claims that beginners can ride on the success of the experts by talking to other traders and following their activity, while seasoned traders will hope fully benefit by attracting followers and by being recognised as gurus.

Traders interested in finding out more can do so by [clicking here](#)

