

**Brief:** A rewrite of Fixed Income asset class content, with *writing for the web* principles in mind

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### A talent for fixed income

We aim to deliver superior returns for investors over the long term through the combination of our award-winning fund management capability and insight into the fixed income markets.

#### **Expertise**

Expert fund managers and investment specialists make up our talented retail fixed income team. They have in-depth experience in all the major bond markets and are given the freedom to act on their convictions to express individual flair in their portfolios.

#### **Resources**

Our managers can draw on the rich resource of an expert team of over 100 public credit analysts – one of the largest in Europe.

#### **Range**

Including many industry firsts, our award winning bond funds offer solutions for investors in all market conditions. Our fixed income products provide access to all the main categories of fixed income securities:

[table]

Side panel:

Key facts box:

- **£168 billion** fixed income assets under management
- **80+** years investment expertise
- **16** fixed income products to suit all market conditions
- **22,000** followers of the M&G's Bond Vigilantes blog

**M&G's Bond Vigilantes blog** [link]

The retail fixed income team shares its views in real-time to over 22,000 fixed income investors each month. Winner of Investment Week's award for 'Outstanding Industry Contribution' in 2013, it was praised for having "done more over the last decade to improve the understanding of professional investors than thousands of pages of the printed word".

**Meet the team**

[video]

Final copy: <http://www.mandg.co.uk/adviser/fund-centre/asset-classes/fixed-income/>