This ETF offers inverse exposure to an index comprised of 30 "blue-chip" U.S. stocks, making it a potentially attractive option for investors looking to bet against this sector of the U.S. economy. It’s important to note that DOG is designed to deliver inverse results over a single trading session, with exposure resetting on a daily basis. Investors considering this ETF should understand how that nuance impacts the risk/return profile, and realize the potential for “return erosion” in volatile markets. DOG should definitely not be found in a long-term, buy-and-hold portfolio, but may be a useful tool for more active investors looking to either hedge existing exposure or bet on a decline in the U.S. large cap firms. Investors also have the option of simply selling short a traditional large cap ETF, though that strategy will generally involve greater potential losses than utilizing an inverse ETF.