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John Wiley Sons Inc, United States, 2014. Hardback. Book Condition: New. 1. Auflage. 180 x 130 mm. Language: English . Brand New Book. A little book full of enormous value for novices and seasoned venture capitalists alike After having been thrown for a loop by the bursting of the tech bubble more than a decade ago, the venture capital industry suddenly has come roaring back to life over the past two years. In 2011 alone, more than \$7.5 billion in venture capital was invested representing more than a 19 increase over the previous year in more than 966 companies. A majority of these companies reside in the life sciences, Internet, and alternative energy sectors. In today s weak job market, VC is more important than ever, since financing new tech, alternative energy, media, and other small to mid-sized companies is vital to creating new jobs. Written by Lou Gerken, a noted international authority on venture capital and alternative investments, this book tells you everything you need to know about the venture capital industry s important role in enhancing economic growth and employment. It is also the perfect go to primer on making venture capital investments to enhance portfolio returns. * Highly accessible explanations of the ins and outs of venture capital for would-be investors and experienced VCs * Highlights the historical VC track record, and offers expert advice and guidance on venture capital exposure, investment options, sourcing opportunities and due diligence * Provides proven strategies for successful investment selection, timing, monitoring, and exiting for optimum returns * Features endorsements from luminaries of the VC world, including Kleiner Perkins Caufield Byers co-founder Frank Caulfield, and Dr. Art Laffer, among others.



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