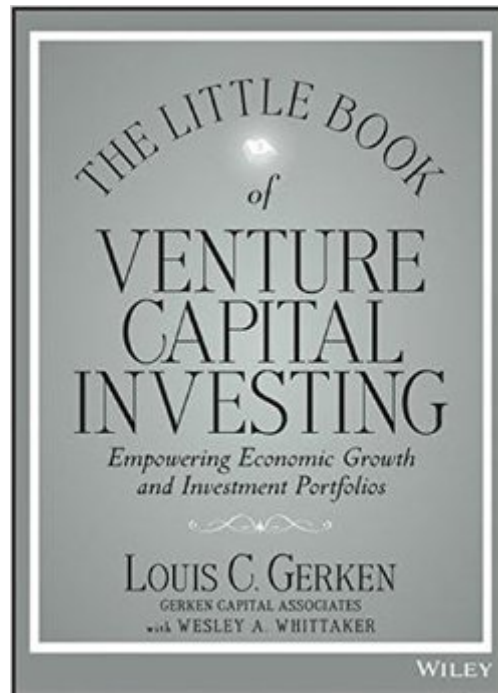


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# The Little Book Of Venture Capital Investing: Empowering Economic Growth And Investment Portfolios



## Synopsis

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 investedârepresenting more than a 19% increase over theÂ previous yearâ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

## Book Information

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## Customer Reviews

The book is a comprehensive review of the venture capital industry and provides insights for investors on how to participate in it; it also offers interesting advice for fund managers in raising capital and improving the investment process. Lou Gerken is at ease in explaining success stories and failures, and shows how to learn from both. However, one area where the book doesn't go deep enough is whether investing in venture capital funds is today worth the associated risks: the only statistical evidence offered is a single page summary of returns prepared by Cambridge Associates but those statistics are biased because they do not include the negative returns of the funds that failed and also are deeply affected by the selection of the reference periods and of the benchmarks. If it was possible to access the internal statistics of some of the largest investors, such as CALPERS (more than \$60 billion invested in hundreds of private equity and venture capital funds in a period of 20 years), one could have a truer view of the trend in average returns to investors because they are based on hundreds of investments of different vintages; those statistics normally show that in recent years (i.e. after 2004) the returns have decreased to the point that, considering the risk involved in venture capital and private equity, it may no longer be wise to invest in that sector. The venture capital and private equity professionals, both on the side of the limited partners and of the general partners, obviously do not share that view, which would mean the end of their jobs; they claim that recent results are affected by the J curve (i.e.

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