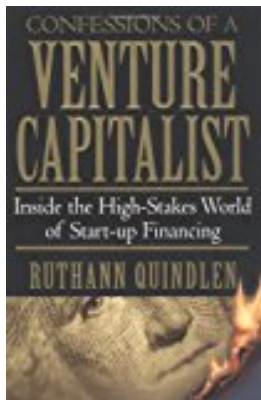


[PDF] Confessions Of A Venture Capitalist: Inside The High-Stakes World Of Start-Up Financing

Ruthann Quindlen - pdf download free book



Books Details:

Title: Confessions of a Venture Capi
Author: Ruthann Quindlen
Released: 2000-05-01
Language:
Pages: 218
ISBN: 0446526800
ISBN13: 978-0446526807
ASIN: 0446526800

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Description:

Many people would love to pick the brains of a venture capitalist to uncover exactly what gets their juices (and checks) flowing. Some books promise such advice from the recipient's point of view, but rarely is the story told from a financier's. As its title promises, however, *Confessions of a Venture*

Capitalist does just that. Ruthann Quindlen, a one-time investment banker now with Silicon Valley's Institutional Venture Partners, lays it on the line in this revealing glimpse inside her world. Short, humorous chapters make it an easy read--a fact that might lead some to suspect that specifics are lacking. But details are there, as evidenced in a section called "Less Is More, or Subtraction by Addition." "Rather than coming to us with just themselves and their bright idea, they believe we want to see business types as part of the initial management team," she writes. "Often, we like the technology entrepreneur and the plan, but end up in the awkward position of not being able to back the business types.... Focus instead on your idea and why customers will love it and how you and only you can make it happen." Such suggestions should prove useful to entrepreneurs, and anyone else interested in today's venture-capital economy. --*Howard Rothman*

From Publishers Weekly Many investors dream about buying shares of companies like Microsoft or AOL at their initial public offerings for only a few dollars per share (split-adjusted). But imagine participating in the earliest meetings, as Quindlen did, where financiers considered getting in for pennies per share (in the cases of the aforementioned companies, most said "no"). In this incisive look at the world of venture capital, Quindlen, a partner at one of the most successful firms, IVP, also presents the inside scoop on the exploits of investment banks like Alex Brown, which in the 1980s brought some of the most exciting technology companies to market, and the venture capital firms that have sprung up along Sand Hill Road in Silicon Valley since the early 1990s. The apparent ease with which she conveys her minimalist vignettes belies Quindlen's considerable literary talent; readers will find themselves recalling her phrases with satisfaction. Near the end of the book, she asks many of the successful entrepreneurs she has financed to relate the single most useful piece of advice they could have received when starting out. The distilled wisdom in their answers will teach readers more than they will learn from most business books. Written to help entrepreneurs gain funding, this valuable book is not so much a step-by-step guide as a brilliantly illuminating window into how venture capitalists think. Those looking to finance a business can make no better investment. 25-city radio satellite tour. (May)
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