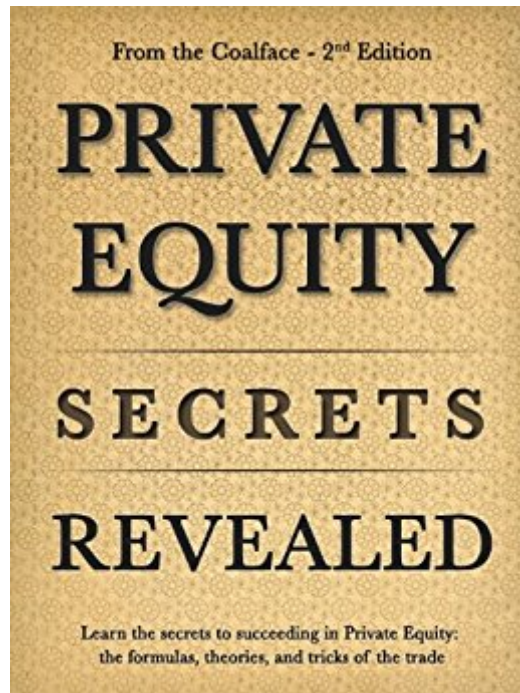




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# Private Equity Secrets Revealed - 2nd Edition



## Synopsis

I worked in a small team, as most private equiteers do, investing many millions of dollars into seemingly successful businesses. We worked directly for our investors; not only as advisers or consultants, but as genuine investment partners. That meant we had carte blanche to buy any business we saw fit, as long as it adhered to our loose investment mandate and as long as the owner was willing to sell.

**Private Equity Secrets Revealed is Perfect for:**

- \* Job Hunters - looking for a secret weapon for Private Equity interviews
- \* Private Equity Pros - interested in the secrets of other top PE firms
- \* Limited Partners - looking for the tricks used by PE general partners
- \* Investment Bankers - putting together deals to entice Private Equiteers

**Rarely Revealed Before:**

- \* Trade Secrets - on earn-outs, equity ratchets, vendor financing, etc.
- \* Articulated Theories - on picking great companies in great industries
- \* Guidelines - on becoming the most valued Private Equiteer at your firm
- \* Advanced Formulas - for Valuations, Working Cap, CapEx, Covenants
- \* Explanations - on how PE enters into investments at such low prices

**PLUS** much more detailed info on PE from many years at top firms

## Book Information

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## Customer Reviews

When I read the title of the first chapter (What is Private Equity?), I thought oh no, this was a mistake. Then I read the second chapter title (Do you have what it takes?), and again, I thought it was another fluffy attempt to put private equity on a pedestal. But then it got straight into the guts of a 'day in the life' of an investor at a PE firm. From about page 10, I couldn't put it down. I work for a PE firm already, so it's not like I'm new to it, but I loved hearing about how other firms think and it was very interesting to see how they perform valuations and negotiate deals and structure term sheets and all that good stuff. I didn't agree with everything, but I've rethought a few things and learned a lot more. Even though it's not short (seems about 300 pages), the points are concise. So in those 300 or so pages, hundreds of concepts are covered. The format was new to me, but I thoroughly enjoyed the fast pace. I followed the last reviewer's suggestion and went to the author's website for the book. She said you save more money, but it's only a few bucks. The real advantage is getting both the kindle and PDF versions of the book. I'll be able to search the PDF version at work when deals come up.

I found the format quite unusual, but refreshing. It reads like journal entries, but most contain detailed practical examples. In a way, it's a cross between a technical manual and a diary of 'a day in the life'. Very informative and quite enjoyable. My only gripe is after buying the book, I visited the author's website looking for more info, but found the book was cheaper.

I work at a Private Equity firm in Colombia. Having read a lot of books relating to Private Equity, this is by far the one that describes best my day to day duties at this fascinating world. Do think twice and give it a try.

Gives a good understanding of PE in USA for a person out of the industry. A lot of differences though for EM countries. Minus - only a very few insights if at all for person working in PE

Really enjoyed this advice from PE practitioners.

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