



**Executive Reports: The Venture Capitalist's Guide
to Industry Comparables: 100+ C-Level Executives
(CEO, CFO, CTO, CMO, Partner) From the
World's Top Companies on the Inner Workings of
Their Business**

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This insider look at over 30 major industries and professions is the ideal tool for venture capitalist who need to "get smart fast" before a prospective entrepreneur meeting, portfolio company board meeting or other event. Each industry overview has sections written by current, leading C-Level executives (CEOs, CFOs, CTOs, CMOs, Partners) from their respective industries and enables you to speak intelligently with anyone after being "briefed" by a leading executive from that industry. The report also includes a special section on corporate governance and ethics, essential information with respect to the liabilities facing venture capitalists. Pulling from every book, report and journal published by Aspatore Books, Executive Reports are the best way to get an edge and get smart fast on particular industries and topics. Over 200 executives from Global 1000 companies such as GE, Amex, Coke, AT&T, Duke Energy and companies from every other major industry have contributed to this brief. Also included are chapters written by over 50 CEOs of the fastest growing companies in the U.S., and what it takes to achieve success in their industry. And finally, over 10 leading venture capitalists discuss valuations, comparables, and what it takes to succeed as a venture capitalist.


CHAPTERS WRITTEN BY THE FOLLOWING VENTURE CAPITALISTS:

Graham Anderson, EuclidSR Partners John Abraham, Partner, Battery Ventures Sam Colella, Managing Director, Versant Ventures Patrick Ennis, Partner, Arch Venture Partners Robert Chefitz, General Partner, Apax Partners Alex Wilmerding, Principle, Boston Capital Ventures David J. Cowan, Bessemer Ventures Oliver D. Curme, Battery Ventures Jonathan Goldstein, TA Associates Praveen Gupta, CDIB Ventures Mathias S. Schilling, BV Capital Terry McGuire, Polaris Venture Partners Anthony Sun, Venrock Associates Lawrence E. Mock, Jr., Mellon Ventures Michael Carusi, Advanced Technology Ventures

SAMPLE INDUSTRIES COVERED

Aerospace, Accounting, Advertising, Automotive, Consulting, Consumer Durables, Energy, Financial Services, Health Care, Investment Banking, Legal, Marketing, Public Relations, Real Estate, Retail, Semiconductor, Small Business, Technology/Software, Telecommunications/Wireless, Venture Capital

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