



Private Equity as an Asset Class (The Wiley Finance Series)

Guy Fraser-Sampson

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Guy Fraser-Sampson draws upon twenty years' private equity experience to provide a practical guide to mastering the intricacies of this highly specialist asset class. Aimed equally at investors, professionals and business school students, it starts with such fundamental questions as "what is private equity?" and progresses to detailed analysis of venture and buyout returns. It also unveils a totally new concept which looks set to revolutionise thinking in the industry: Total Return investing.

Often unfairly reviled, and frequently misunderstood, private equity differs from all other asset classes in various important respects, not least in the nature and timing of its returns, which require a whole new approach for those reared on more traditional investments such as bonds and shares. This book shows how a good grasp of the basic structure of private equity vehicles and returns (including the dreaded J-curve) can lead to full understanding of the techniques needed to measure and analyse performance.

Key points include:

- A glossary of private equity terms
- Venture funds and transactions
- Buyout funds and transactions
- Understanding private equity returns
- Analysis of historic returns
- How to plan a fund investment programme
- How to conduct effective due diligence
- Total Return investing

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