



# The VC Way: Investment Secrets from the Wizards of Venture Capital

*Jeffrey Zygmunt*

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## **The VC Way: Investment Secrets from the Wizards of Venture Capital** Jeffrey Zygmunt

Venture capitalists have played a pivotal role in hatching the technologies that are redefining our work and life. Alongside the brilliant innovators who dream up the ideas, VC's contribute the business acumen and development capital that feeds Silicon Valley. And it is through this process of high-stakes investing that unimaginable fortunes are made. The VC Way is the first book to take readers into this private world of extreme investing, showing how seasoned, successful VC's prosper in down markets as well as during high times. For those who want to invest like the best, it reveals their unique strategies, sectors they are tracking, screens and criteria, best and worst investments, and how individuals can use the lessons they've learned. Packed with insider's advice and fascinating stories, The VC Way contains accounts from some of the most influential and noteworthy venture capitalists in business today-Ann Winblad of Hummer Winblad, Neil Weintraut of 21st Century Internet, and dozens of others. The VC Way is an invaluable resource for anyone who wants to match strategies with these master investors.

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