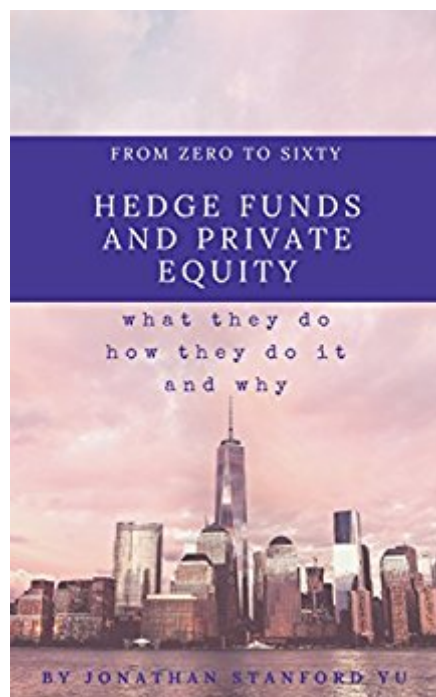


The book was found

From Zero To Sixty On Hedge Funds And Private Equity: What They Do, How They Do It, And Why They Do The Mysterious Things They Do



Synopsis

This book looks to give you two things regarding hedge funds, private equity, and other asset management firms. Two things that anybody can learn and then use to talk about with their friends and coworkers. The first is the knowledge - a foundation tool set of key words, industry phrases and financial concepts made clear in plain English. This book puts meanings and understanding to terms you may have already heard in finance but did not quite understand. There is no math and there are no equations. This is not an academic paper nor does it want to be. The goal is to help you grasp that concepts. Just interesting stories and detailed explanations to get you familiar with a variety of topics:

- How hedge and private equity funds are structured
- Who their investors are
- Pension funds and endowments. The model practiced by the \$20 billion Yale Endowment and the \$650 billion Norway Pension Fund
- Fund investing strategies. Event-driven (including IPOs, splits and spinoffs), merger arbitrage, private equity type sidepockets, and more
- Junk bonds, options, swaps, and other derivatives
- Leveraged buyouts and other types of private equity investing
- Venture capital funds and big changes affecting the venture capital industry

The second thing you get makes this more than just a compilation of Wikipedia articles. Imagine yourself sitting next to a fund or an investor in a fund and observing them do something or make a move. Sure you want to know “what” they did but the stuff that would be truly interesting is the “why”. What is going through their head in doing this? This book walks you through it all so that you get to take in the mindsets, perspectives and incentives of the fund’s managers, investors and more. There is a whole lot more strategy going on than what you might at first think. It does not matter who you are: A student in school thinking about joining the alternative asset management industry, a retiree who wants to know more about these weird fund things, or a person who works with or near a hedge fund but has no idea what they really do. Does not matter. The only thing you need to have is a desire to start learning. If you are familiar with some of it, you can build on it here. If you are beginning from scratch (just as I myself was), you are in good hands.

About 3.0: The third version of From Zero to Sixty is an update on many of the growing trends in hedge funds and private equity from the rise and fall of global macro investing to the emergence of sovereign wealth funds as the most powerful investing entities on Earth. Performance figures and statistics are updated. New concepts like short squeezes are brought to light. It is more of what you want to know. Despite the 3.0 moniker and the new cover, this book’s goal remains the same: Bring people up to speed on a fast-moving and complicated industry full of difficult lingo. This book is an education, a learning course set up with you in mind. That has not changed. The world changes every day. This book wants you to help

you keep up with it. So download a free sample and give it a shot.

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Customer Reviews

This is a fantastic book that delivers exactly what it promises: a primer on hedge funds and private equity. Imagine a cram session on the very basics of these mysterious fields, with plenty of wit, humor, and friendliness. The author gives the information in an easily understandable and friendly manner, in a tone that you would expect from a mentor or career counselor. Imagine a veteran financier pulling an intern aside during a lunch break, smirking, and saying "hey kid, lemme tell you how finance really works." There were a couple of typos, but nothing egregious. The chapters are laid out in an excellent sequence, and there is a definite flow from one concept to another. The author clearly and concisely explains fundamental principles in a memorable and succinct manner. After reading this book, you'll understand the gist of how hedge funds and private equity work. Every college student aspiring to work in private equity or for a hedge fund should read this book as a supplement to their coursework and before their interviews. I could not recommend this book more enthusiastically. I am shocked he charges only \$3.99 for this ebook, I would have gladly paid double or even triple that. Hats off and five well-deserved stars to the author. Mr. Yu, you should seriously

consider teaching a university course.

Fun to read and it explains so much about hedge funds and private equity, even goes into derivatives and ties it all together. It even covers venture capital at the end. There are many books on Private Equity but none seems to explain the very basics of a PE Fund Structure, who invests, why they invest, how money is invested. Hard to believe other books are so costly and do not deliver the foundational knowledge that this book delivers. So thankful to the author for writing this book.

This book is worth far far more than what its cost would suggest - especially those of you, like me, who have a natural tendency to assign higher value to expensive things. This book not only provides an introduction to hedge funds and private equity, it explains a lot of basic concepts in finance. If you are already working in the financial services industry, the topics covered may seem basic - but it is a really easy to read and understand guide for those not familiar with the topics covered. The best part is that the author writes in a style which is engaging and fun to read - it is not just a series of definitions followed by an explanation of what these firms do. My favorite section of the book is the coverage on Leveraged Buyouts. I would strongly recommend this book to someone who is interested in how the asset management industry works, or if you are thinking of a career in the industry but without knowledge of the details.

I've been studying about hedge funds and private equity and started looking around for books on the topic. This book showed up and I thought it looked decent for the price. I was surprised that there was no 'sales' pitch or anything of the sort. The author describes the differences in hedge funds, VC, and private equity very well and distinguishes their differing investing styles and strategies. This book is recommended for getting a bird's eye view of this industry and it is indeed a from zero to sixty on hedge funds and alternative investments. Thank you, Mr. Yu for taking the time to write this book and making it available at a lower cost. It is definitely worth every cent.

I purchased this because I had a general interest in the area. I come from a tax background (CPA), so a lot of the terminology was fairly familiar to me. It seems as though the author did a fairly good job of explaining all of the basic concepts - but I would probably not recommend this to someone without a business background.

As a newcomer to this kind of conversation, I was very pleased with the book's broad focus as well as with how easy it was to follow and understand. The writer of this book knows that it's for beginners and has obviously tried to adjust the pace, scope and depth accordingly.

Well written. Perfect for someone like me (interested in the financial market, but ignorant about hedge funds and private equity). A thorough and in-depth look at the financial market.

Not the most well written, but it covers a number of very good points for someone who wants a glimpse into the world of private equity. Fast read that is easy to pick back up at anytime. Have a pad ready to take notes. It's definitely worth capturing some of the writer's points. Worth the \$!

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