Mastering Private Equity and Private Equity In Action

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Mastering Private Equity: Transformation via Venture Capital, Minority Investments & Buyouts is the definitive guide to private equity, providing a valuable and unique reference for investors, finance professionals, students and business owners looking to engage with private equity firms or invest in private equity funds.

From deal sourcing to exit, leveraged buyouts to responsible investing, operational value creation to risk management, the book systematically distils the essence of private equity into core concepts and explains in detail the dynamics of venture capital, growth equity and buyout transactions.

Containing a foreword by Henry Kravis, Co-Chairman and Co-CEO of KKR, special guest comments by senior PE professionals from a wide range of firms and insights from leading academics, Mastering Private Equity offers a clear and concise reference for the industry expert and a step-by-step guide for students and casual observers of the industry.

It also provides a theoretical companion to Private Equity in Action: Case Studies from Developed and Emerging Markets which takes readers on a tour of the private equity investment world through a series of case studies written by INSEAD faculty, and taught at the world's leading business schools.

Allowing readers to apply core concepts in real-life settings, Private Equity in Action contains 19 cases which illustrate the managerial challenges and risk-reward dynamics common to private equity investment. It covers the full spectrum of private equity strategies, including:

- Carve-outs in the US semiconductor industry (LBO)
- Venture investing in the Indian wine industry (VC)
- Investing in SMEs in the Middle East
- Turnaround situations in both emerging and developed markets

Private Equity in Action is a reference for students, investors, finance professionals and business owners looking to engage with private equity firms and the cases in this volume leverage INSEADs international reach, network and connections, particularly in emerging markets.

Mastering Private Equity and Private Equity in Action are available as individual titles or can be bought together as a set wherever books and ebooks are sold.

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Notes to Editors:
- Mastering Private Equity is available in hardcover and ebook, priced £50.00 (ISBN: 9781119327974)
- Private Equity in Action is available in hardcover and ebook, priced £40.00 (ISBN: 9781119328025)
- Both titles can also be purchased together as a set priced £70.00 (ISBN: 9781119328032)
About the authors:

**Claudia Zeisberger:** Senior Affiliate Professor of Decision Sciences and Entrepreneurship & Family Enterprise, Academic Director, Global Private Equity Initiative (GPEI) INSEAD. Claudia Zeisberger is a Senior Affiliate Professor of Decision Sciences and Entrepreneurship & Family Enterprise at INSEAD, and the Founder and Academic Director of the school’s private equity centre (GPEI). Before joining INSEAD in 2005, she spent 16 years in investment banking in New York, London, Frankfurt, Tokyo and Singapore. Professor Zeisberger is a founding investor of INSEAD Alum Ventures (IAV), the business school’s first dedicated seed fund and she actively mentors early stage companies and first-time entrepreneurs. At INSEAD, she launched Managing Corporate Turnarounds, a popular MBA elective known for its intensive computer-based simulation involving an iconic car brand and its struggle with bankruptcy. As a natural extension, she teaches INSEAD’s Risk management elective. She has frequently been nominated for the MBA Best Teaching Award in her PE elective and has been awarded the Dean’s Commendation for Excellence in MBA Teaching annually since 2008.

Professor Zeisberger is known for her extensive research on PE in emerging markets, and her output is a function of her close working relationships with private equity firms and their investee companies, institutional investors, family offices and sovereign wealth funds.

**Michael Prahl:** Partner, Asia-IO Advisors Adjunct Professor of Entrepreneurship & Family Enterprise, Distinguished Fellow, Global Private Equity Initiative (GPEI) INSEAD. Michael Prahl is the co-founder of Asia-IO Advisors, a private equity firm focused on implementing Asia and cross-border private equity investment programs for large institutional and corporate investor. Michael has spent almost 20 years in private equity, starting in venture capital during the dotcom boom. He worked for many years at a global PE firm, in Europe, the US and Asia, completing deals including regular buyouts, public to privates, PIPEs, minority investments and privatizations.

An INSEAD alumnus, Michael served as the first Executive Director of the school’s PE Centre, with research interests in the areas of co-investment, family offices and market entry strategies & portfolio allocation for limited partners. Michael remains an INSEAD Distinguished Fellow attached to GPEI with a focus on LBOs and Asian private equity and an Adjunct Professor teaching the MBA Leveraged Buyout elective.

**Bowen White:** Centre Director, Global Private Equity Initiative (GPEI) INSEAD. Bowen White currently serves as the Centre Director of INSEAD’s GPEI the business school’s centre in private equity. As Centre Director, he leads its research and outreach activities and has published on topics including operational value creation, responsible investment, LP portfolio construction and minority investment in family businesses.

Bowen has spent his career working in and conducting research on the global alternative asset management industry. In the New York hedge fund industry, he researched topics from statistical arbitrage investment strategies in commodities markets to macroeconomic trends and global hedge fund performance. Having worked for both a proprietary trading firm and a fund of funds, he has seen first-hand the challenges faced by investors and allocators of capital to the hedge fund industry.

An INSEAD alumnus, Bowen has also advised on a range of VC and growth equity fundraising opportunities across Southeast Asia.

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