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November 08, 2007 02:00 PM Eastern Time

## **Inside The Study Media and Communication Venture Capital Best Practices Experts Provide Best Practices for Venture Capitalists and Entrepreneurs At All Stages Of an Investment**

DUBLIN, Ireland--(BUSINESS WIRE)--Research and Markets (<http://www.researchandmarkets.com/reports/c74029>) has announced the addition of Media and Communication Venture Capital Best Practices: Top VCs and CEOs on Company Growth Plans, Valuations, Exit Strategies, and Raising Rounds of Capital(Inside the Minds) to their offering.

Media and Communications Venture Capital Best Practices is an authoritative, insider's perspective on the ins and outs of the media and communications industry for VCs, entrepreneurs, and industry executives. Featuring managing partners at top VC firms and CEOs of funded media and communications companies, these experts provide best practices for venture capitalists and entrepreneurs at all stages of an investment with a focus on raising capital, establishing valuations, determining exit strategies, and structuring deals. From spotting opportunities in the industry to developing a solid leadership plan, these industry leaders discuss characteristics that make a good partner, key tools and methods for determining valuations, strategies for conducting due diligence, and negotiation techniques to produce a successful deal. These seasoned experts reveal their advice for increasing fund-raising, assessing potential ROI, evaluating the timeline of a deal, and understanding management team criteria, as well as provide insights for hedging risks and avoiding common mistakes. The different niches presented and the breadth of perspectives represented enable readers to get inside some of leading minds of today, as these insiders offer up their thoughts around the keys to successful deal-making in this rapidly evolving industry.

Inside the Minds provides readers with proven business intelligence from C-Level executives (Chairman, CEO, CFO, CMO, Partner) from the world's most respected companies nationwide, rather than third-party accounts from unknown authors and analysts. Each chapter is comparable to an essay/thought leadership piece and is a future-oriented look at where an industry, profession, or topic is headed and the most important issues for the future. Through an exhaustive selection process, each author was hand-picked by the Inside the Minds editorial board to author a chapter for this book.

## Chapters Include:

1. Joseph J. Kennedy, Chief Executive Officer and President, Pandora - "Creating Big Solutions to Big Problems"
2. Tom Patterson, Chief Executive Officer and President, Wize - "Focusing on the Customer"
3. Peter Ostrow, Chief Executive Officer, Technical Communities - "Learning from Example"
4. Ara Alec Ohanian, Chief Executive Officer and President, CERTPOINT Systems Inc. - "Gaining Funding without Losing Control"
5. Sean Marsh, General Partner, Point Judith Capital - "Learning How Not to Miss the Boat"
6. Allen L. Morgan, Managing Director, Mayfield Fund - "Keeping Pace with Technology"
7. Christopher D. Fralic, Partner, First Round Capital - "Finding the Right Fit"
8. Jeremy Verba, Chief Executive Officer, Piczo - "Making the Most of the Funding Process"
9. Kate Thorp, Chief Executive Officer, Real Girls Media - "How to Make Venture Capital Work for Your Company"

For more information visit

<http://www.researchandmarkets.com/reports/c74029>

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