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978-0-521-11148-5 - Investing in Dynamic Markets: Venture Capital in the Digital Age  
Henry Kressel and Thomas V. Lento

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## Investing in Dynamic Markets

Without venture capital, many of the companies whose technical innovations sparked the digital revolution would not exist. Venture investments funded these firms to develop their bright ideas into commercial products that created new business models and established whole new markets. In *Investing in Dynamic Markets*, Henry Kressel, a senior partner at multi-billion-dollar global investing company Warburg Pincus, takes you behind the scenes of the private equity process. He draws on his extensive experience to show how venture capital works, why venture capitalists fund certain companies and not others, and what factors influence the success or failure of their high-risk, high-reward investments. He also discusses venture capital's future, now that the commercialization of technology requires larger investments and global market access. Written in clear, non-technical language, the book features informative case studies of venture capital funding in a wide range of industries, including telecommunications, software and services, semiconductors, and the Internet.

HENRY KRESSEL is a senior partner of Warburg Pincus, LLC where he has been responsible for investments in technology companies. He began his career at RCA Laboratories where he pioneered the first practical semiconductor lasers. He was the founding president of the IEEE Photonics Society and co-founded the *IEEE/OSA Journal of Lightwave Technology*. He is the recipient of many awards and honors, a fellow of the American Physical Society and the IEEE, was elected to the US National Academy of Engineering, and is the holder of thirty-one issued US patents for electronic and optoelectronic devices. He is the co-author of two previous books, *Semiconductor lasers and heterojunction LEDs* with J. K. Butler (1977) and *Competing for the future: How digital innovations are changing the world* with Thomas V. Lento (Cambridge University Press, 2007).

THOMAS V. LENTO is founder and President of Intercomm, Inc., a corporate communications consultancy specializing in technology companies. He has been a university professor, an ad agency executive, and director of communications for Sarnoff Corporation. In addition to collaborating with Henry Kressel on *Competing for the future: How digital innovations are changing the world*, he was editor of *Inventing the future: 60 years of innovation at Sarnoff*, and co-authored *By any means necessary: An entrepreneur's journey into space* with Gregory H. Olsen (2009).

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THOMAS V. LENTO



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*For Bertha  
with love*

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Since the 1980s Warburg Pincus has grown both in the industrial specialties of the partners and in its locations, with offices in London, Frankfurt, Hong Kong, New York, San Francisco, Beijing, Shanghai, Tokyo, and Mumbai. It has invested over \$29 billion in hundreds of companies located in thirty countries.

One cornerstone of the firm's success has always been its mastery in arriving at a true estimate of what constitutes an acceptable investment risk in the face of prevailing economic conditions, new industrial and technological developments, and the availability of outstanding entrepreneurial talent.

Another hallmark of Warburg Pincus throughout its nearly four decades of existence has been the teamwork that exists among the partners of the firm, and between the firm and the entrepreneurs in its portfolio companies. This collaborative approach, backed by an insistence on integrity of the highest order, inspires trust and enables the development of great new companies.

It was this pervasive spirit of collaboration that made my work so rewarding. Despite the international character of its operations, the firm operates as a single entity with a common purpose when it comes to promoting the success of its portfolio companies. The unique talents of partners globally located have enabled successful investments in many parts of the world.

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