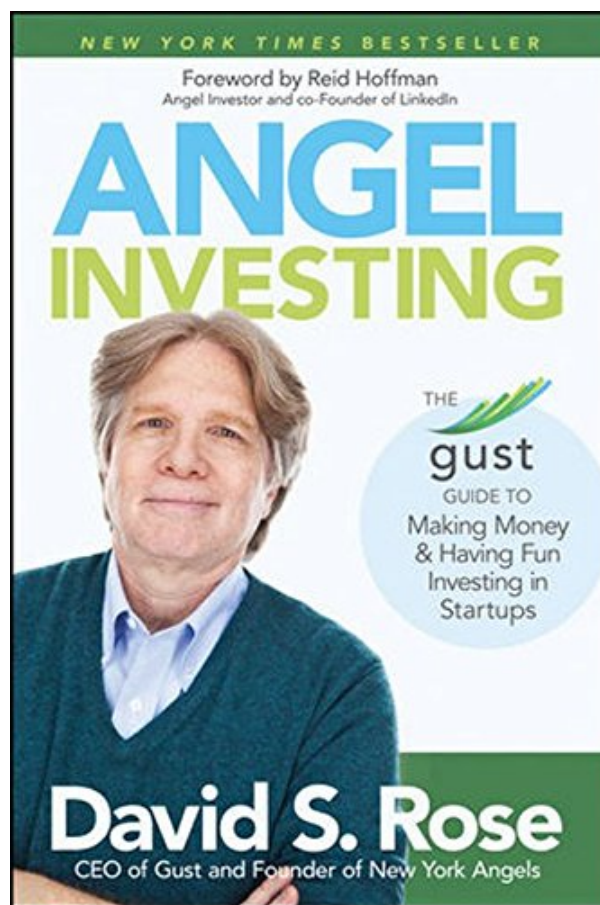
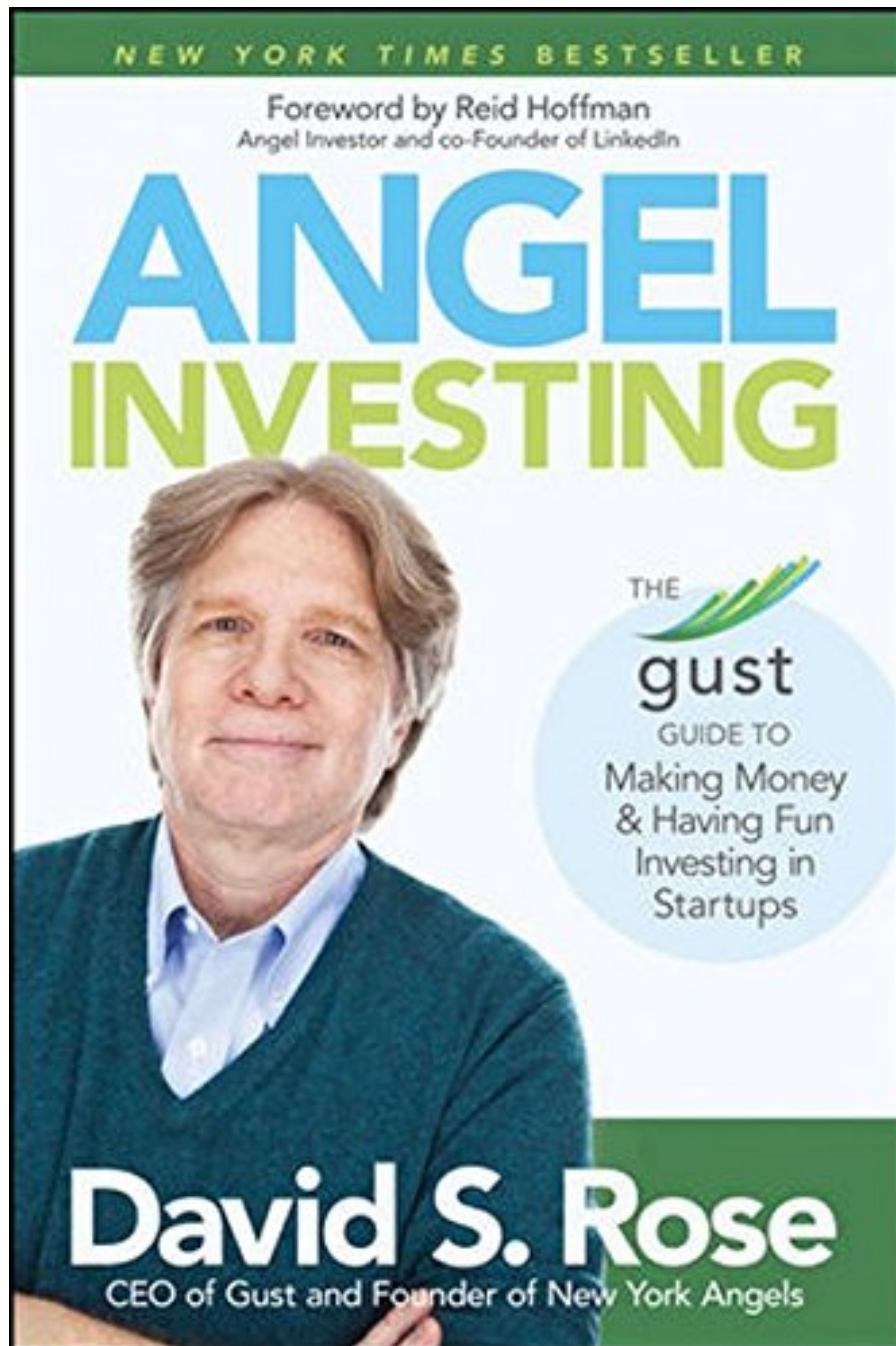


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Achieve annual returns of 25% or more with a well-designed angel portfolio

Written by David S. Rose, the founder of Gust—the global platform that powers the world of organized professional angel investing—Angel Investing is a comprehensive, entertaining guide that walks readers through every step of the way to becoming a successful angel investor. It is illustrated with stories from among the 90+ companies in which David has invested during a 25 year career as one of the world's most active business angels and includes instructions on how to get started, how to find and evaluate opportunities, and how to pursue and structure investments to maximize your returns.

From building your reputation as a smart investor, to negotiating fair deals, adding value to your portfolio companies and helping them implement smart exit strategies, David provides both the fundamental strategies and the specific tools you need to take full advantage of this rapidly growing asset class. He details the advantages of joining an angel group, explains how seed and venture funds can help leverage an investor's resources, and reveals how recent regulatory changes and new online platforms are making startup investing accessible to millions of Americans.

Making money is no longer about sitting back and reading stock listings, David says. It is now about being part owner of an exciting startup that can be fun and financially rewarding. Angel Investing teaches investors how to carefully select and manage investments, establish a long term view, and approach angel investing as a serious part of an alternative asset portfolio while also enjoying being an integral part of an exciting new venture.

- Sales Rank: #57868 in Books
- Brand: Rose, David S.
- Published on: 2014-04-28
- Original language: English
- Number of items: 1
- Dimensions: 9.30" h x 1.00" w x 6.30" l, .0 pounds
- Binding: Hardcover
- 304 pages

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The Best Book on This Topic

By David M. Freedman

I've read *all* the books on angel investing, and this is the most practical one.

It has a nice balance between technical analysis and anecdotal wisdom.

Now, I want to emphasize that on the subject of investing, you should not rely on any single book. You should get a variety of perspectives because no single author is supremely authoritative, and there is more than one legitimate set of strategies and methods. But you can rely on Rose's book as the first one you read, as it offers a balanced introduction for serious investors.

Some of the statistics Rose cites about ROI come from research by Robert Wiltbank and others who surveyed accredited investors who were members of angel groups. So non-accredited investors' returns were not considered. I dug deeper into these studies, and found that respondents to Wiltbank's surveys were self-selected; we can presume that investors whose returns were poor were less likely to respond to the surveys. Keep these caveats in mind when you read the stats that Rose reports.

11 of 11 people found the following review helpful.

Without question, the best book yet on angel investing

By Amazon Customer

I've been in this field as a professional since 1993, and have read many, many books on this subject over the years. This is the most complete, best thought-out book on angel investing I've read. The author takes the time to explain "why," not just "what" and "how." This book is current, relevant, and even entertaining. Great for angels and entrepreneurs.

9 of 10 people found the following review helpful.

Equally as useful (if not more so) to entrepreneurs seeking funding

By Mark I LaRosa

The best way to understand how to raise money from angel investors is to know how they think about you and your investment opportunity, and there is no better way to understand how the best angel investors make decisions than from David S. Rose, one of the most prolific angel investors in the world.

When you read this book with an entrepreneur hat on, you understand why investors ask certain questions. You understand why certain companies get investments and others don't, and you also get a better sense of what types of investors you want to find.

If you are an entrepreneur, and you want to understand the WHY behind all of the investment process so that you have the best chance of getting money from an investor like David S. Rose, then this is the book to read. And if you are lucky enough to have gotten funding and want to know how to keep your investors excited, this is also a great book for you.

The book is a great read. The stories and lessons are engaging, entertaining, and it will keep you wanting more.

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