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The Entrepreneurial Bible to Venture Capital: Inside Secrets From the Leaders in the Startup Game The Most Powerful Brand on Earth Captivology

40 leading venture capitalists come together to teach entrepreneurs how to succeed with their startup The Entrepreneurial Bible to Venture Capital is packed with invaluable advice about how to raise angel and venture capital funding, how to

build value in a startup, and how to exit a company with maximum value for both founders and investors. It guides entrepreneurs through every step in an entrepreneurial venture from the legalities of raising initial capital to knowing when to change tactics. Andrew Romans is the co-founder and general partner of Rubicon Venture Capital, a venture capital fund that invests in privately held technology companies and enables its

investors to co-invest along side the fund on a deal-by-deal basis via innovative sidecar funds right up to IPO or M&A exit. Romans is also the founder and general partner of The Founders Club, a venture capital equity exchange fund and investor in later stage liquidity transactions. The former editor of Mashable and cofounder of DominateFund examines the psychological phenomena that captivate our attention—and how

we can leverage them to draw and retain attention for our ideas, work, companies, and more. Whether you're an artist or a salesperson, a teacher or an engineer, a marketer or a parent—putting the spotlight on your ideas, insights, projects and products requires a deep understanding of the science of attention. In *Captivology*, award-winning journalist and entrepreneur Ben Parr explains how and why the mind pays attention to some events or people—and not others—and presents seven captivation triggers—techniques guaranteed to help you capture and retain the

attention of friends, colleagues, customers, fans, and even strangers. Parr combines the latest research on attention with interviews with more than fifty scientists and visionaries—Facebook's Sheryl Sandberg, film director Steven Soderbergh, LinkedIn CEO Jeff Weiner, magician Jon Armstrong, *New York Times* bestselling author Susan Cain, Nintendo's Shigeru Miyamoto, founder of Reddit Alexis Ohanian, and more—who have successfully brought their ideas, projects, companies, and products to the forefront of cultural consciousness. The result is an

insightful and practical book that will change how you assign jobs to your kids or staff, craft a multi-million dollar ad campaign, deliver your next presentation, attract users to your product, or convince the world to support your cause. Pioneering businesses have shown that a more social workforce can dramatically improve brand awareness and customer service, increase revenue, and drive greater value and performance from marketing and sales. For this to work, employees must engage in real-time conversations, even if they aren't professional communicators.

This requires new skills, governance, and infrastructure, as well as new ways of managing risk. Social business pioneers Chris Boudreaux and Susan Emerick present frameworks, guidelines, and new case studies for managing these changes within your business.

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