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**The Money Answers Show**  
**Monday at 12 Noon Pacific**  
February 03rd 2014: How To Profit From Venture Capital Investing

Our guest today is Louis Gerken, President of Gerken Capital Associates. The world of venture capital can be difficult for many investors to understand since it is often hidden from public view. In this interview, Louis Gerken, founder and president of the alternative asset fund Gerken Capital Associates, explains how the venture capital world works and how you can invest in its successfully. In his new book *The Little Book of Venture Capital Investing*, Gerken explains the role of venture capital in funding promising young companies, and helps investors figure out how to earn significant return.

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### Featured Guest



#### Louis C. Gerken

LOUIS C. GERKEN founded alternative asset fund manager Gerken Capital Associates (GCA) in 1989. Prior to forming GCA, Mr. Gerken was a Managing Director and Group Head of Prudential Securities' Technology Investment Banking Division, which served as an advisor to international M&A and corporate finance mandates. Earlier, Mr. Gerken was a General Partner to Prudential Securities' four venture capital funds, known collectively as Prutech, one of the largest U.S. venture capital funds at the time. Prutech completed over fifty IT and bio-tech sector early- and expansion-stage investments, and was one of the first VC funds to pioneer corporate partnering as a co-investment strategy. Prior to this

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