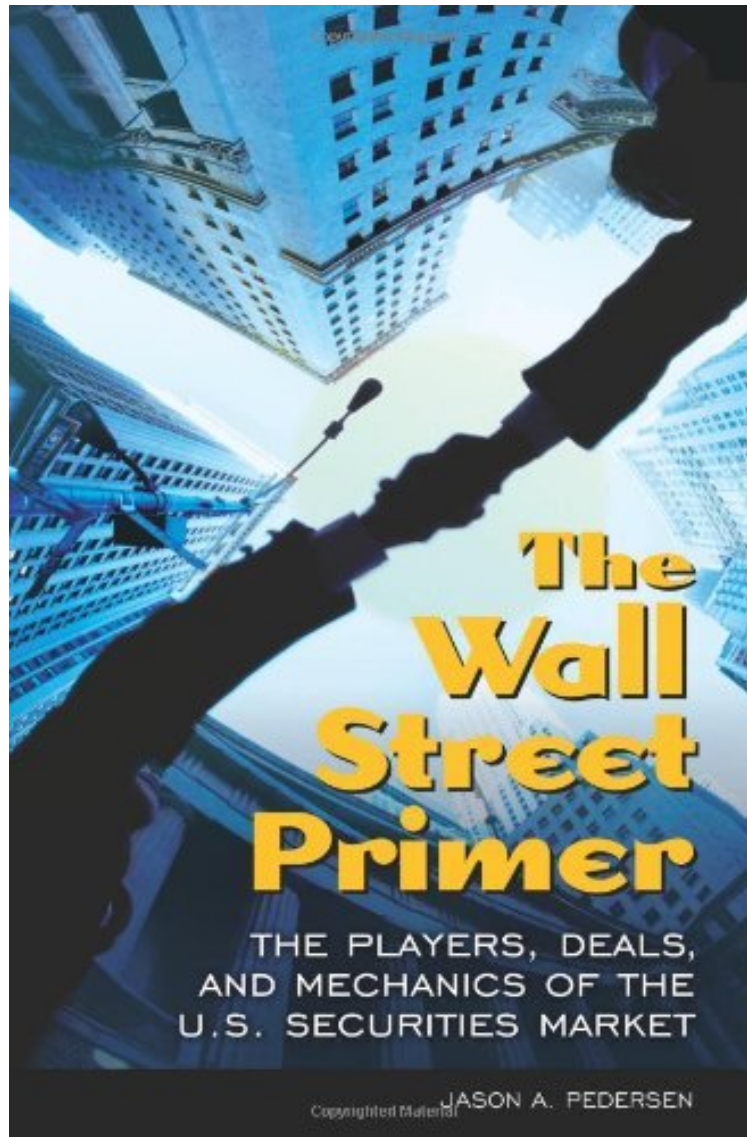


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The Wall Street Primer: The Players, Deals, and Mechanics of the U.S. Securities Market

Jason A. Pedersen

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Jason A. Pedersen : The Wall Street Primer: The Players, Deals, and Mechanics of the U.S. Securities Market before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Wall Street Primer: The Players, Deals, and Mechanics of the U.S. Securities Market:

How does Wall Street, that great bastion of American Capitalism, really work? This book provides the multifaceted answer to that question clearly, concisely, and on a practical level for anyone seeking to better understand the inner workings of the capital markets. Tracing the dealings of a fictional company from inception to maturity, *The Wall Street Primer* provides the reader with practical insights on Wall Street and its functions and operations. Written for professionals new to the industry, investors, job seekers, students, brokers and traders, and entrepreneurs and business executives, the book goes well beyond nice to know information. Instead, it will be, for many people, must have information about organizations, professions, and transactions that can help them make deals, get ahead in their careers, or better fund and build their businesses. Everybody has heard of Wall Street, but very few know anything about its institutions and processes. What is the buy-side? Who works on the sell-side? How do companies raise capital? Why do companies hire investment bankers? What is the difference between a mutual fund and a hedge fund? What is the process for selling a company? What does it take to go public and how is it done? *The Wall Street Primer* lifts the veil and answers these questions and many more. Besides covering financings and mergers and acquisitions, Pedersen illuminates the players involved. These include venture capitalists, private equity investors, public portfolio managers, activist shareholders, investment bankers, institutional salespeople and traders, and all those associated with their activities, like regulators, lawyers, and accountants. Along the way, readers learn about the offering and trading of stocks and bonds, what is involved in M&A transactions, how technology is affecting the brokerage industry, what concerns institutional investors, and much more. Best, it's written by an insider who has seen both Wall Street's public face and its backroom dealings. Author and former investment banker and securities attorney Jason Pedersen searched for years for a book he could recommend to clients and professionals that contained practical information on how the pieces all fit together—;who the players are, what they do, how they interact, and how, why, and when deals get done. But he never found that book and so decided to write it himself. The result is a fascinating look at how people navigate Wall Street—and wake up to find themselves living the American Dream.

"Pedersen, an investment professional, provides unique insight into Wall Street's mystique. With clarity and a wry sense of humor, he details the often-arcane inner workings of Wall Street and capital markets. [hellip;] Although this work is oriented toward neophyte investment professionals, other readers will find it of interest both as an introduction to Wall Street's complicated interactions among its myriad players and activities and as a useful reference item. Some familiarity with contemporary accounting, capital markets, and business finance would be helpful to a thorough understanding. Summing Up: Highly recommended." - Choice "A terrific resource for anyone looking to better understand the inner workings of Wall Street. From executing transactions to navigating the world of investment bankers, research analysts, and institutional investors, this book conveys a wealth of useful information." (Blake Jorgensen, EVP and Chief Financial Officer, Yahoo!)"Comprehensive, practical, and easy-to-understand. Whether it's raising venture capital, selling a business, or going public, *The Wall Street Primer* offers tremendous insights." (J. Sanford (Sandy) Miller, General Partner, Institutional Venture Partners)"A must-read for every entrepreneur, executive, finance professional and business student. Through its engaging mix of characters, deals, and practical perspectives, this book provides a remarkable behind-the-scenes look at how Wall Street really works." (Thomas W. Weisel, Chairman and CEO of Thomas Weisel Partners)"This is a volume of invaluable knowledge and experience from someone who was actively engaged in the front lines of the securities markets. *The Wall Street Primer* distills a complicated universe of players and activities into an accessible, highly informative narrative regarding the world of high finance." (H. Perry Boyle, Jr., CFA, Hedge Fund Director of Research)About the AuthorJason A. Pedersen has been a Wall Street professional for over fifteen years. He was an attorney in the corporate and securities group for Pillsbury Madison Sutro, a managing director in the equity capital markets and investment banking departments at Montgomery Securities (Banc of America Securities), and a founding partner in the investment banking firm Thomas Weisel Partners. He has worked on an extensive range of public and private financings and M&A transactions. Pedersen holds a J.D. from Georgetown University and a B.A. from the University of Utah.