



Hedge Hunters: Hedge Fund Masters on the Rewards, the Risk, and the Reckoning (Bloomberg)

By Katherine Burton

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The hedge fund industry's top managers have a penchant for high returns and low profiles. The combination makes them a regular focus of the media, eager to know what makes them tick. Now, thanks to Katherine Burton, who's been covering these noteworthy traders for Bloomberg News for more than a decade, we know considerably more about them. With candor and detail, the industry's most successful hedge fund managers describe the events that shaped their personal journeys, the strategies they use to produce returns even in uncooperative markets, and the attributes that make a smart investor. *Hedge Hunters* offers a rare look at the industry's top performers and an introduction to some of the most talented new managers, handpicked by the masters themselves.

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Editorial Review

From Publishers Weekly

Like other books profiling hedge fund managers, this one promises unprecedented candor and a view behind tightly closed doors, but some of the 23 managers profiled gave similar interviews in books such as *Market Wizards*, *The New Investment Superstars* and *Inside the House of Money*, and some have written books of their own. Bloomberg News reporter Burton does break new ground by profiling 13 up-and-coming managers selected by 10 acknowledged leaders and legends. Compared with other authors, she is more interested in the personal and business qualities needed to build a successful asset management business than in pure trading ability. She concentrates on stock pickers rather than others, such as managers who trade in nonequity markets. But the interviews tend to be soft: we learn about the managers' boyish good looks, telephone ring tones, rapper friends and art collections, among other personal details. When conversations turn to trading, the managers usually supply anecdotes of successful trades, often with tension as the market initially moves against them. This is a pleasant and well-written book for readers interested in the people and business of hedge funds, rather than their investment techniques. (Nov.)

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Review

"Well-written. . . . Burton breaks new ground by profiling thirteen up-and-coming managers selected by ten acknowledged 'leaders and legends.'" (*Publishers Weekly*)

"A fine introduction to hedge funds for both the interested reader and those contemplating a career in this area of investment." (*Library Journal*)

"A readable, relevant book, with lessons a new generation of hedge-fund managers... would do well to take to heart." (*Barron's*, December 3, 2007)

About the Author

Katherine Burton has been a reporter at Bloomberg News since 1993, covering hedge funds and investment management. Before joining Bloomberg, she wrote for the *International Herald Tribune* and *U.S. News & World Report*. She has an MBA from New York University and is a winner of the 2001 Society of American Business Editors and Writers Award for breaking news, and the 2005 New Jersey Chapter of the Society of Professional Journalists Award for Excellence in Journalism for business writing.

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