

AUTHOR AND BUSINESS OWNER ROB SLEE PRESENTS “THE CONCEPTUAL AGE IN BUSINESS” TO TECHNOLOGY ASSURANCE GROUP IN SAN DIEGO

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SAN DIEGO, March 13, 2008 – Investment banker and author Rob Slee presented “The Conceptual Age in Business” to the Technology Assurance Group at the Loews Coronado Bay Resort in San Diego today. Slee defined the Conceptual Age in business as the intersection of rising globalization, logistics and advanced technology in which private business must be conducted with new ways of thinking and adapting.

“The Conceptual Age rewards multi-dimensional thinking and requires business owners to conceptualize their way to success,” says Mr. Slee.

Mr. Slee is a private business owner, investment banker and the nation’s foremost speaker on the topic of [private capital markets](#). His first book, *Private Capital Markets*, was published in 2004 by John Wiley & Sons and launched the study of Private Finance as a research and practice discipline. His second book, *Midas Managers*, recounts and explains the real-world strategies of some of the world’s most successful private businesses. Applying the theories outlined in *Private Capital Markets*, the work provides detailed examples of how successful private business owners have built value into their companies. Mr. Slee’s forthcoming book – [Midas Marketing](#) – shows how Midas Managers have used creative marketing strategies to build their businesses. Mr. Slee is widely published, having written more than 150 articles on private finance topics.

MidasNation is a gathering place for America’s private businesses, creating opportunities for private business owners to learn how to build value into their companies. The organization’s mentoring and instructional programs leverage the insights of successful private businesses owners and the theory and practices of private capital markets. MidasNation supports and promotes the development and programs of Midas Institutes aligned with the nation’s leading universities to serve their alumni, students, faculty and business communities.

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