

# New Book 'The P.E. Effect' Demystifies Private Equity for Professionals and Investors

*B. David Buehler releases a practical guide explaining how private equity works—from fundraising and deal sourcing to operational value creation and exits.*

DANA POINT, CA, UNITED STATES, February 19, 2026 /EINPresswire.com/ -- [Private equity](#) has become one of the most influential forces shaping modern business, yet it remains widely misunderstood outside industry circles. In his newly released book, [The P.E. Effect: Principles, Practices, and Pathways to Value Creation](#), author [B. David Buehler](#) delivers a clear, modern, and practical guide to how private equity works—from fundraising and deal sourcing to operational transformation and exit strategies.

Designed for professionals, investors, business owners, and students, The P.E. Effect walks readers through the complete private equity lifecycle. The book provides insight into how firms identify opportunities, conduct due diligence, structure investments, create operational improvements, and ultimately generate long-term value.

"Private equity isn't just about capital—it's about strategy, discipline, and building stronger businesses over time," said Buehler. "This book was written to bridge foundational learning and real-world execution for anyone who wants to understand how value is truly created behind the scenes."

The foreword, written by Henrik Cronqvist, Ph.D., Professor of Finance at Chapman University, highlights private equity's growing role in driving business transformation, operational excellence, and innovation across industries.





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*B. David Buehler*

Industry leaders have praised the book for its clarity and real-world perspective:

"An impressive and accessible guide to the private equity ecosystem—David translates complex strategies into actionable insight."

— Paul Hutchinson, Co-Founder, Bridge Investment Group Partners, LLC

"One of the clearest and most grounded guides to how PE operates behind the scenes—capturing both the mechanics and the mindset required to build and scale companies."

— Jonathan Zaback, Co-Founder and Senior Managing Partner, Impact Partners, LLC

"Written from practice, not theory. Buehler shows how private equity drives innovation and economic growth."

— James Rosebush, CEO, GrowthStrategy, Inc.

"A clear, practical guide that demystifies private equity in a technology- and AI-driven economy."

— Rosemary Sagar, CFA, Sagar Family Office

Readers will gain practical insight into:

- How private equity firms raise and structure investment funds
- How deal opportunities are sourced and evaluated
- The due diligence process across financial, operational, legal, and strategic dimensions
- How operational improvements and strategic initiatives create value
- How firms plan and execute successful exits
- Emerging trends shaping the future of private markets

Whether entering finance, investing in private markets, building a company, or expanding professional expertise, *The P.E. Effect* provides a structured and accessible roadmap to understanding private equity and its role in modern economic growth.

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