Crowdfunding Intelligence: The No-Nonsense Guide To Raising Investment Funds On The Internet
Crowdfunding is here! Through the power of the Internet, it represents one of the most exhilarating ways to raise investment funds for your dream project. It enables you to get exposure in the public domain and can mean a seal of approval being given to your ideas by the masses. Developed from crowdsourcing where people get together to generate ideas and solve problems, crowdfunding is an extension of this, only now the crowd add money (funding) to a project. It offers investment solutions to project needs in all sorts of fields, from apps to zoos. This book provides unrivalled explanations and frameworks to help any entrepreneur or business to prepare and execute a successful crowdfunding campaign and raise the capital they need. It contains expert insights and advice from the major players in the sector, including the leading crowdfunding sites, on how success can be achieved.

**Book Information**

Paperback: 256 pages  
Publisher: Lid Publishing (September 8, 2015)  
Language: English  
ISBN-10: 1907794980  
Product Dimensions: 6.1 x 0.5 x 9.2 inches  
Shipping Weight: 14.9 ounces (View shipping rates and policies)  
Average Customer Review: Be the first to review this item  
Best Sellers Rank: #2,236,488 in Books (See Top 100 in Books)  
#171 in Books > Business & Money > Finance > Crowdfunding  
#5182 in Books > Business & Money > Processes & Infrastructure > E-Commerce  
#13612 in Books > Business & Money > Small Business & Entrepreneurship > Entrepreneurship

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