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Crowdfunding in a Nutshell: Discover All You Must Know about Crowdfunding (Paperback)

By Joy Alatta

Createspace Independent Publishing Platform, United States, 2014. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. The power of the internet to harness and pull resources and information from like minded people has facilitated the generation of creative and alternative means of raising finance for just any venture. Crowdfunding is one of such alternative means of raising finance from the crowd. The internet has made geographical locations irrelevant because it created a global paying ground where people connect virtually to collaborate, interact and invest. Crowdfunding in a nutshell is a book dedicated to educate the crowd in a way to ensure that people have the ability to make informed decision about this new buzz called crowdfunding. Innovators, small businesses, inventors and entrepreneurs are in dire need of relevant information about this phenomenon revolutionizing business financing. Recent economic woes plaguing the world have led to increase in the number of people wanting to start their own business. This caused an increase in frustrations and challenges experienced by small businesses who want to secure business funding. What is even more challenging is the lack of information and knowledge about alternative source of business finance. Many small businesses are...



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