Crowdfunding: The Corporate Era

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CROWDFUNDING: THE CORPORATE ERA

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Elliott & Thompson Limited. Paperback. Book Condition: new. BRAND NEW, Crowdfunding: The Corporate Era, Dan Marom, Richard Swart, Kevin Berg Grell, In a world where new trends appear by the second and the average attention span is at an all-time low, it can be hard to distinguish the revolutionary innovation from the mundane. But crowdfunding-originally an alternative means of finance for aspiring entrepreneurs -has transcended the world of finance and is fast reshaping many other aspects of our lives.No longer the sole purview of entrepreneurs, many corporations have begun to adopt and adapt the principles of crowdfunding. Leveraging the power of the crowd and the concept of community, crowdfunding transforms processes such as marketing, innovation, sales, intrapreneurship, market validation, customer engagement and more, giving any enterprise a key advantage in tomorrow's market. Crowdfunding: The Corporate Era is the first book to examine how businesses can use crowdfunding to radically improve the way they work. With a variety of case studies and insider views, from Chrysler to IBM, it is essential reading for all corporates, from midsize to multinational.

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