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Crowd Funding: How to Raise Money and Make Money in the Crowd (Paperback)

By Modwenna Rees-Mogg

Crimson Publishing, United Kingdom, 2014. Paperback. Condition: New. Language: English . Brand New Book. Crowd Funding by business-funding expert and business angel Modwenna Rees-Mogg is the first book to get to the heart of this exciting and fast-moving new business phenomenon.

Discover how to raise capital and investment for your business, project or idea in the way that works best for you. Modwenna has talked to scores of people at the cutting edge of this new way of doing business - investors, entrepreneurs, fundraisers and founders of crowdfunding sites, those who have got it spectacularly right as well as spectacularly wrong. Crowd Funding explores: The different types of crowdfunding What the crowd likes to fund How to persuade the crowd to invest in you What happens once you've got venture capital How to invest as part of the crowd The perils of using crowdfunding as a fundraiser and as an investor Crowd Funding includes inspiring stories of people who have abandoned banks as investment sources, profiles of global crowd funding sites such as Kickstarter, and real-life examples of how to get what you want. It's the only book on the subject to be crowd researched! Modwenna Rees-Mogg is the founder and CEO of - the leading...



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