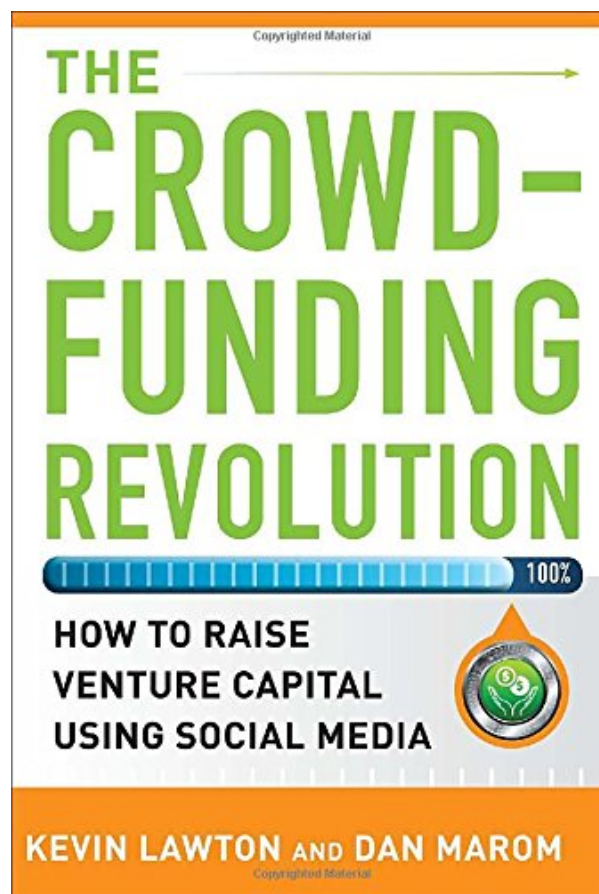


THE CROWDFUNDING REVOLUTION: HOW TO RAISE VENTURE CAPITAL USING SOCIAL MEDIA BY KEVIN LAWTON, DAN MAROM



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About the Author

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- Sales Rank: #226625 in Books
- Brand: Lawton, Kevin/ Marom, Dan
- Published on: 2012-12-04
- Original language: English
- Number of items: 1
- Dimensions: 9.30" h x 1.00" w x 6.40" l, 1.10 pounds
- Binding: Hardcover
- 256 pages

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By Bill's Kindle

Reading this book feels like reading tomorrow's newspaper. Kevin and Dan are like modern-day Nostradamus'. They are among the first to recognize this new trend in raising money. Conveniently, they decided to write a book about it.

Well structured and unbiased (except towards progress, perhaps), "The Crowdfunding Revolution" provides the reader a solid understanding of both the current landscape of this emerging industry along with its future potential. Whether you are completely new to the concept or a crowdfunding vet, this book should be on your shelf (or Kindle).

Further, it's probable that the crowdfunding movement represents a paradigm shift in the business landscape. And these guys called it three+ years ago. I wouldn't be surprised to find this book sitting atop business school syllabuses within a few years. The power of the crowd, enabled by social media, represents a breakdown of traditional constraints imposed by governments, geographies and incumbent business leaders. Long story short, if you want to compete in the new age of business, you need to read this book.

8 of 9 people found the following review helpful.

Best of the Lot

By Penelope of Chicago

A cottage industry has arisen around crowdfunding campaigns. Having purchased and read 6 of the leading ones on amazon's site, I can say that this is, hands down, the best one out there. In addition to the most useful advice I've found on doing a crowdfunding campaign, the author sets this advice in the fuller context of how companies get funding. His insights into the world of venture capital and its inevitable demise are eye-opening.

4 of 4 people found the following review helpful.

THE book on Crowdfunding, the future of startups, and the Tech Economy in general

By Todd Nordland

This book is bursting with ideas, tied together brilliantly. The authors are not content to lay out the past, present and future of crowdfunding, including the architecture of platforms to support it, They also busily being iconoclasts, breaking down rigid "incumbent" attitudes, technologies and practices, and identifying the flaws and frauds that the old world of technology and finance contain and encourage. This is also a book of "futurism", predicting near- and even long-term innovations and change. I highly recommend this to technologists of all sorts... this is how your next successful venture will be run and funded, and the brave new world may be better than the "Dilbert" world we are leaving behind. Forget "execute, execute, execute"... now it is "pivot, pivot, pivot". Thank you, Kevin and Dan.

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