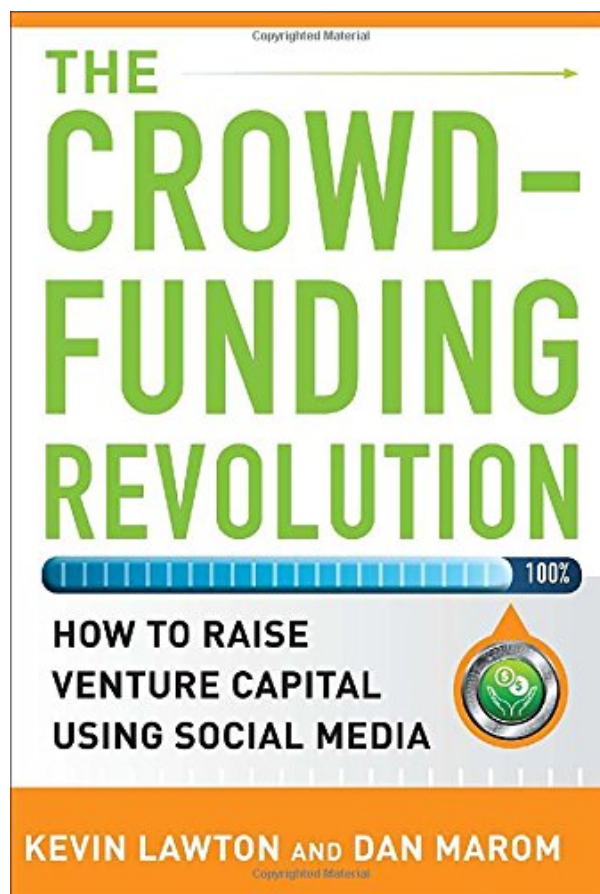
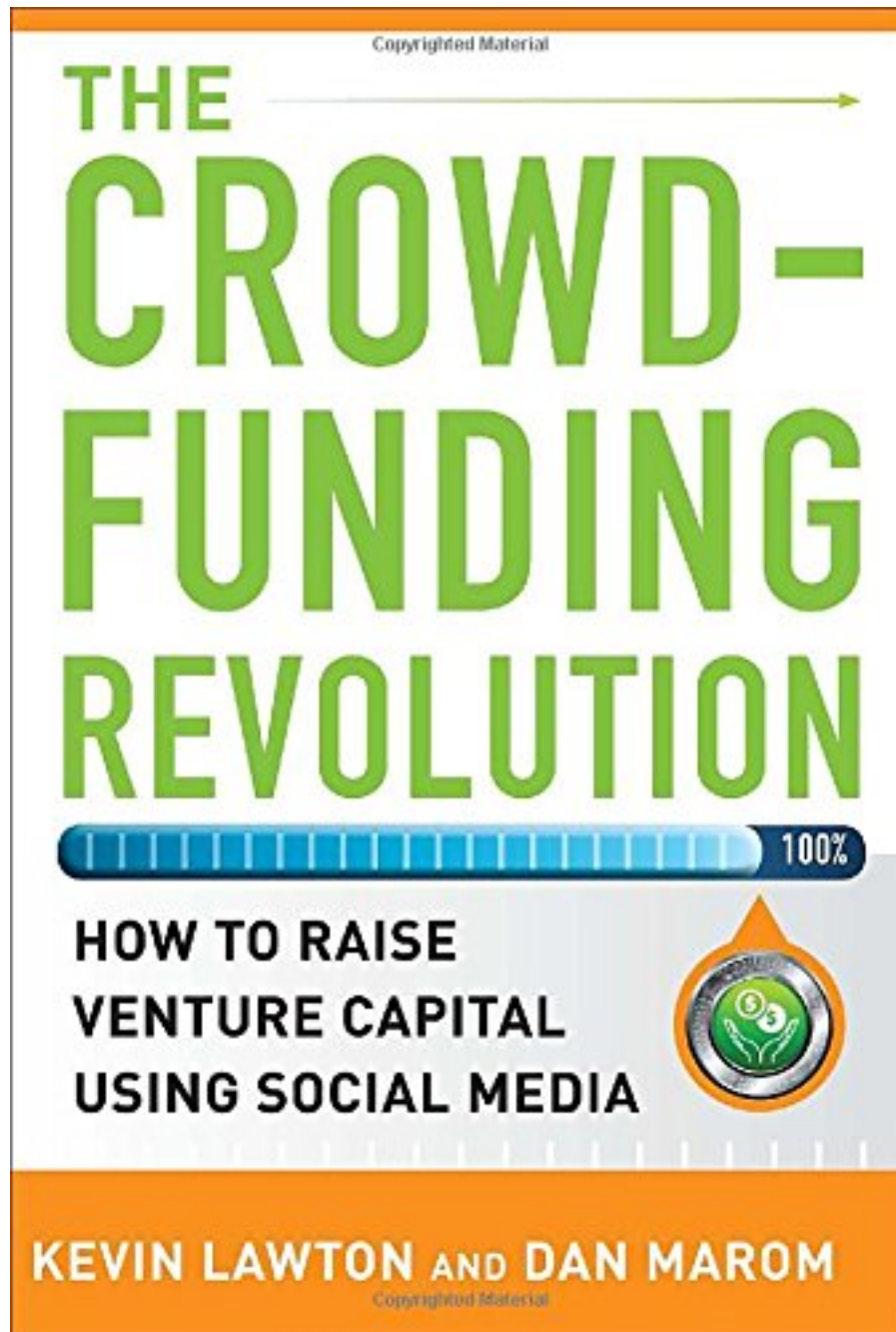


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## About the Author

KEVIN LAWTON is a progenitor of PC virtualization, many-time start-up entrepreneur, trend-caster, and business/technical blogger. He contributes to VentureBeat, SeekingAlpha, and Huffington Post.

DAN MAROM is a PhD candidate in finance at the Hebrew University of Jerusalem and a strategic consultant to leading institutions and companies.

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Providing a wealth of information that will make your crowdfunding efforts more efficient and productive, the book is organized into three thematic sections:

**THE ROAD HERE:** A thorough overview of what crowdfunding is?and how and why this radical new approach is replacing traditional means of venture financing

**THE CROWDFUNDING CAMPAIGN:** Proven methods for marketing to the crowd, setting clear objectives, building a crowdfunding team, and communicating in a way that inspires action

**THE ROAD AHEAD:** The crowdfunding ecosystem, intellectual property issues, mining collective IQ, new investment models, and regulations

More than 2 billion people globally are now active online?and that number is guaranteed to grow at an extraordinary rate. The Crowdfunding Revolution explains all the ins and outs of raising investment capital by using social media and new technologies to draw small sums of money from an almost countless number of sources.

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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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DAN MAROM is a PhD candidate in finance at the Hebrew University of Jerusalem and a strategic consultant to leading institutions and companies.

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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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