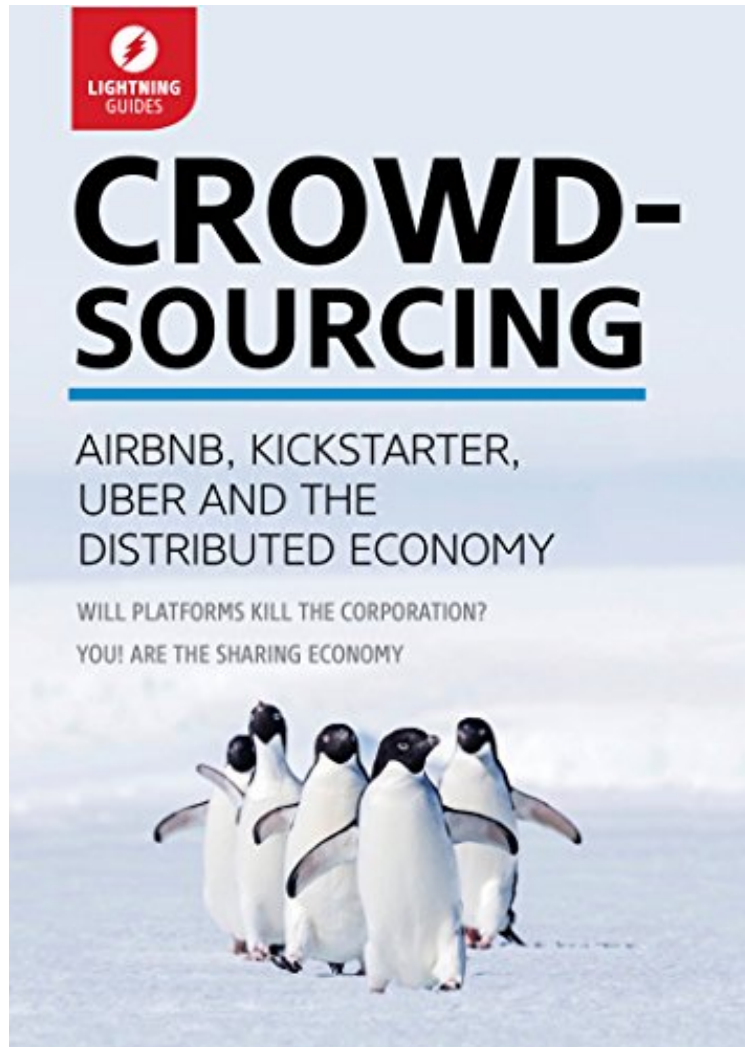


Crowdsourcing: Uber, Airbnb, Kickstarter, the Distributed Economy

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2 of 2 people found the following review helpful. Starting a campaign? Read this guide FIRST!By heavenlyshadow25I am a professional blogger, and I always get emails of companies reaching out to help promote their business through companies such as Kickstarter, Indiegogo and other crowdfunding sites. However, I didn't know much about these sites until I received this book. The Crowdsourcing book is more of a quick start guide to all types of various crowdsourcing type websites. Crowdsourcing it not something new; it was first know back all the way in 1885 (it was

a way for the US to fund the Statue of Liberty!) In today's modern age the internet is a quick way to share your idea with millions of people and reach them quickly. There are two different types of crowding; crowdsourcing is ultimately for a business that you're not sure if it's going to be received well, while crowdfunding is asking your audience to help fund something. Example used in the book is an artist created a crowdfunding page to help promotional, recording and touring costs. This guide is a must read for anyone who's looking to start a business and needs some help and advice on what service and types of funding options they want to receive. This is perfect to keep as reference BEFORE you launch your next big idea. Overall, this is not a book I would read on regular basis but it's packed with lots of helpful information for those who are looking to start their own business and getting "backed" by regular consumers across the world. **I received this book at a discounted price for my honest, and unbiased review. **0 of 0 people found the following review helpful. Informative but not necessarily helpful By Valerie After reading this book, I definitely have a greater understanding of the differences between crowd funding, crowd sourcing, peer to peer lending, etc. What this book doesn't do is delve any more deeply into the pros and cons of these social marketing trends. This book read like a history lesson and business profiles of the various sites available. I don't know that I would be able to make any decisions on running my own campaigns based on this book, though I did learn some interesting facts I didn't know before. (Crowd sourcing and crowd funding aren't new at all- they just seem that way!). It is an informative, basic overview type of book. I received this book for free to review. All opinions stated here are my own. 0 of 0 people found the following review helpful. Felt fooled by the picture. The book is a ... By Customer Felt fooled by the picture. The book is a palm size book with very entry level introduction with out dated information.

From investor incentives, to detailed explorations of today's best funded campaigns, to a complete guide for launching your next project, Crowdsourcing: Uber, Airbnb, Kickstarter, The Distributed Economy provides a current, comprehensive introduction to the art of raising capital in a 21st century economy.