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CROWDFUNDING - EIN FINANZIERUNGSMODELL FÜR KULTURPROJEKTE?



Science Factory Okt 2013, 2013. Taschenbuch. Book Condition: Neu. 21x14.8x cm. This item is printed on demand - Print on Demand Neuware - Fachbuch aus dem Jahr 2013 im Fachbereich BWL - Investition und Finanzierung, , Sprache: Deutsch, Abstract: Ein kostspieliges Projekt wird erfolgreich finanziert aber nicht durch eine Bank, sondern dank dem Glauben vieler an die Projektidee. Das Modell der Schwarmfinanzierung ist kein Wunschtraum, sondern mit Plattformen wie kickstarter & Co. Realität. Wer Fans begeistertern und den Wunsch einzelner...

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- Authored by Robert Junge
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