



Crowdfunding: Le Guide Ultime (Paperback)

By Michael Paes

Blurb, 2017. Paperback. Condition: New. Language: French . Brand New Book ***** Print on Demand *****. Vous avez un projet mais les banques refusent de vous aider ? Alors demandez aux internautes de vous financer ! Le crowdfunding, ou financement participatif, permet aux porteurs de projets de se faire financer directement par les internautes avec un minimum d'intermédiation de la part de la finance traditionnelle. Ce guide pratique s'adresse aux dirigeants d'entreprise ou d'association, aux managers en finance, marketing ou encore communication ainsi qu'à toutes les personnes soucieuses de réussir leurs campagnes de crowdfunding, ou celles de leurs clients ! Au travers de cet ouvrage, l'auteur répond à toutes vos questions: Qu'est-ce que c'est ? Comment ça marche ? Pour quels projets ? Quels sont les risques réels ? Comment réussir ? Quels sont les pièges à éviter ? Quelle plateforme choisir ? Quelles contreparties ? Comment fédérer les internautes ? Comment utiliser les réseaux sociaux ? Intéresser la presse en ligne ? Être visible en ligne ? Réaliser une vidéo parfaite ? Comment gérer l'après-campagne ? Quelle est la fiscalité applicable au crowdfunding ? Quels sont les sites web a...



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