



Crowdfunding: The Corporate Era

By Dan Marom, Richard Swart Ph.D, Kevin Berg Grell Ph.D

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The crowdfunding revolution—essential reading for all corporates, from midsize to multinational

Crowdfunding is powerful because it transcends finance; the mechanism is a vehicle for marketing, innovation, market validation, sales, and intrapreneurship—functions that are essential to the survival of all businesses, large or small. While crowdfunding was originally seen as a mechanism for entrepreneurs to raise capital for startups, we are now seeing how it can be used by multinational companies to transform their operations. This book—the first to tackle the subject—will show you how innovative global corporations have started to use crowdfunding, and how your business might also benefit. The first era of crowdfunding was defined by the entrepreneur; the second will be defined by the enterprise.

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Editorial Review

Review

"Entrepreneurs, corporations, and policymakers who read this book will be forever changed and inspired by the quiet tsunami in finance and marketing that is now under way. Crowdfunding is much more than people generally understand." —David Weild IV, former Vice Charman, Nasdaq and "father" of the Jobs Act

"A thorough and enlightening exploration of crowdfunding's roots and its successful adoption by corporates, an ongoing revolution." —Eddie George, founder & CEO, NewFinance

"By drawing from examples in corporate life, the authors show how 'crowd-tapping' and 'crow-enablement' are already having significant positive impact on innovation, marketing, philanthropy, corporate social responsibility, and social enterprises. Highly recommended." —Alan Barrel, Professor, Cambridge University

"A rare insider's look at the cutting edge of some of the world's top companies—and the radical new means they're using to succeed." —Joshua Klein, author, *Reputation Economics*

"Most now 'get it' that crowdfunding will be huge; what this breakthrough book shows is that large companies will be a big part of it, even leading it. Get ready for the stampede as corporate giants discover the myriad benefits of unlocking the power of the crowd." —Jonathan Medved, CEO, OurCrowd

"Crowdfunding and alternative finance generally is enormously disruptive and will make a huge difference to the way private businesses are funded. This book brilliantly examines why this profound transformation is so important." —David Stevenson, executive director, AltFi; financial commentator

"Crowdfunding isn't just for startups and social causes, it's about customer engagement, open innovation, and market validation, things every modern company should care about." —Don Tapscott, author, *Digital Economy*

"This book explores how, by leveraging the power of the crowd and the concept of community, crowdfunding transforms processes such as marketing, innovation, sales, intrapreneurship, market validation, customer engagement and more, giving companies a key advantage in tomorrow's market."
—EthicapCorp.com

"Crowdfunding is coming of age and gradually moving into the mainstream. This book spotlights how corporates can leverage crowdfunding and crowdsourcing to amplify marketing, foster innovation, and

enhance their CSR programmes. A pioneering and thought-provoking book!" —Bryan Zhang, crowdfunding and alternative finance researcher, University of Cambridge

About the Author

Dan Marom is the author of *The Crowdfunding Revolution*. Based in Tel Aviv, he has many years of experience with startups and serves as a strategic consultant to leading Israeli companies and public organizations. **Richard Swart** is director of UC Berkeley's research program on innovative entrepreneurial finance and a recognized authority on crowdfunding. He has written on the subject for the World Bank, University of Cambridge and Nesta, among other organisations. **Dr Kevin Berg Grell** was one of the first researchers to conduct extensive and deep analyses of the crowdfunding industry. His work has informed policy and regulatory decision making, and added a robust understanding of the adaptation of crowdfunding. He is the CEO of APEN Designs, a public speaker, and adviser to several companies in the crowdfunding space.

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