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## le crowdfunding - fondements et pratiques (2e édition)

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DE BOECK SUPERIEUR, 2017. Paperback. Condition: NEUF. Cet ouvrage présente les différents types de crowdfunding, le processus d'une opération, les acteurs de ce métier, le business model d'une plateforme, ainsi que la réglementation issue des décrets de 2014 et de 2016. Le crowdfunding est un mode de financement qui connaît un succès de plus en plus conséquent à travers le monde. Par l'intermédiaire d'une plateforme internet et via les réseaux sociaux, les membres de la foule (ou crowd) interagissent, votent, accompagnent et participent financièrement à un projet. Le crowdfunding concerne des secteurs d'activité très divers : des projets culturels ou solidaires, des projets de création et de développement d'entreprises, tous portés par un esprit de communauté 2.0. Il est soutenu par de nouvelles législations qui institutionnalisent l'émergence et le développement de cette nouvelle industrie de financement. Cet ouvrage fournit une synthèse de cette nouvelle activité relativement hétérogène. Il présente les différents types de crowdfunding, le processus d'une opération, les acteurs de ce métier, le business model d'une plateforme, ainsi que la réglementation issue des décrets de 2014 et de 2016. Enfin, cet ouvrage répond à un double objectif : d'une part, proposer une description des enjeux et des pratiques du crowdfunding et, d'autre...



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