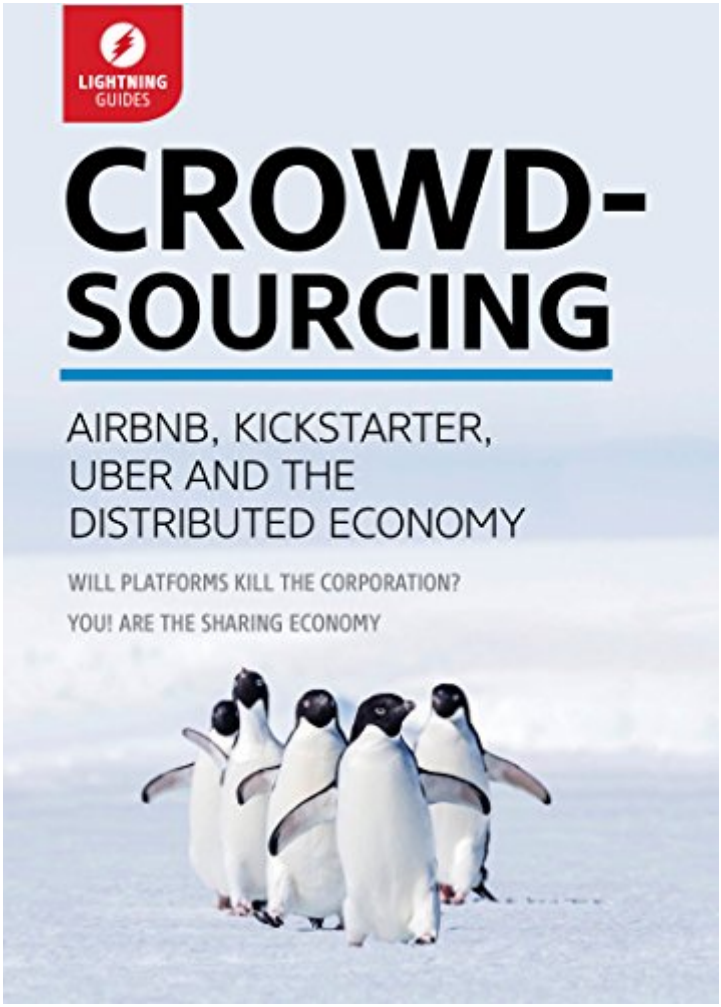
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Crowdsourcing: Uber, Airbnb, Kickstarter, & The Distributed Economy



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Synopsis

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 EconomyÃ Â provides a current, comprehensive introduction to the art of raising capital in a 21stÃ Â century economy.

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Customer Reviews

I 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.**

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.

Felt fooled by the picture. The book is a palm size book with very entry level introduction with out dated information.

I’m a bit conflicted on how to review this book. On one hand I think the layout is cool and makes it easy to read, but on the other I don’t feel it gives enough useful information. I’m not sure who exactly the book is geared towards, because as someone that doesn’t own a business, but is interested in crowd funding projects, I didn’t find it very helpful. I’ve actually used a website for crowd funding in the past, and this book didn’t give me any information I didn’t already know that would have helped me reach a funding goal. It is a lightning guide, so I think it’s meant to be short with quick tidbits of information for the reader. In that aspect the book does deliver. I received this product for free in exchange for my honest and unbiased review.

As someone who doesn’t really have any reason to use crowdsourcing, this was surprisingly an enjoyable read. It taught me more than just how to raise funds for companies and programs. It teaches you the in’s and out’s of the individual ways to raise the funds you may need. This book teaches you how these companies started and how they came to be as big as they are. It is also very well written and immediately draws you in. I was already aware of Kickstarter but this showed

me so many other companies that are essentially similar to your needs in raising money for your company or program of interest. I was thoroughly pleased with how this book explained everything! I would definitely recommend this book to anyone who is interested in learning more about crowdsourcing or using it themselves. This will explain everything you want to know. I received this book in exchange for my honest and unbiased opinion. This opinion is 100% my own.

I always say in each day that you need to learn something new and this guide has been great to see and learn inner details of business and why and how companies make money and grow there business to be even bigger.Regardless of the size or kind of business you will leave and knowing more about to apply some of the ideas into your business and become even better.Working smarter in business with some elbow grease you will succeed.I received this product for free in exchange for my honest and unbiased review.

I have grown to love these lightning guides!! Each and every one I have read has provided me new and amazing information that I would not have known if I had not read this easy to read an attention grabbing book. Crowdsourcing which is the process of completing a task by inviting the general public to help is the new platform of today. I am sure you all have heard about Uber, Lyft and kickstarter , but did you know how those business first started? Crowdsourcing is the next best thing for up and coming inventors and companies that just don't have the means or backup to get their project up and going. I thoroughly enjoyed reading this lightning guide and learned quite a few things about popular sites such as Uber and Airbnb and kickstarter. I received this product for free in exchange for my honest and unbiased review

To be honest, I'm not sure of the target audience for this guide; it reads as though it was meant to be a series of short articles, but it's been collected into a pretty superficial book on the history of crowdsourcing. If you're looking for advice on the best way to start a crowdsourcing campaign, then this is not the place to go, as the book doesn't dive any deeper than the guides that most crowdsourcing platforms offer on their own websites for budding entrepreneurs. If you're looking for a history of crowdsourcing, then the topics are skimmed over so lightly that you won't have more than a 'five minutes conversation at a cocktail party' understanding of the subject.I received these items for free in exchange for my honest reviews.

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