

1. Record Nr.	UNINA9910158641203321
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Titolo	Kickstarter and Patreon / / Justine Ciovacco
Pubbl/distr/stampa	New York : , : Rosen Central, , 2017 2017
ISBN	1-5081-7332-X
Edizione	[First edition.]
Descrizione fisica	1 online resource (48 pages) : color illstrations, portraits
Collana	Digital and information literacy
Disciplina	658.15/224
Soggetti	Crowd funding Venture capital New business enterprises - Finance Social media
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction -- How does crowdfunding work? -- A closer look at Kickstarter -- A closer look at Patreon -- The future of crowdfunding.
Sommario/riassunto	This book explains the basics of how crowdfunding works, informing readers of how Kickstarter, the world's largest crowdfunding platform, works and about some of the projects it has made possible. It covers all the steps readers need to follow to start a Kickstarter campaign or create content and find supporters on Patreon as well as share how to bring your own ideas to life.