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Titolo	Financing from Masses : Crowdfunding in China // edited by Jiazhao G. Wang, Hongwei Xu, Jun Ma, Yexia Zhang, Zhi Chen
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Descrizione fisica	1 online resource (XV, 143 p. 47 illus. in color.)
Disciplina	658.15
Soggetti	Business enterprises - Finance Entrepreneurship New business enterprises Corporate Finance
Lingua di pubblicazione	Inglese
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Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Chapter 1 Introduction to Crowdfunding -- Chapter 2 A Statistical Analysis of China's Crowdfunding Industry -- Chapter 3 The Basic Business Model Analysis of China's Crowdfunding -- Chapter 4 The Analysis on Sub-industries of China's Crowdfunding Market -- Chapter 5 The Analysis on Some China' Leading Crowdfunding Platforms -- Chapter 6 The Risks and Policies in China's Crowdfunding Industry -- Chapter 7 The Prospect of Crowdfunding Industry in China.
Sommario/riassunto	This book addresses the integration of the Internet and finance which recently has been one of the most notable topics of discussion in the media, the business community, academia, and among policymakers, both in China and worldwide. As a comprehensive, in-depth analysis of the one of the fastest growing industries in China, the book covers all the most important areas and issues in the crowdfunding industry in China, including the definition, types, and history of crowdfunding, the scale of the crowdfunding market, the basic business models and risk analysis of crowdfunding, the characteristics of the typical crowdfunding platforms, case studies of the leading crowdfunding platforms in China, and the future development of the crowdfunding industry in China. The book combines theoretical analysis with conceptual discussions and best practices in the crowdfunding industry

in China. It is of interest to a variety of readers around the globe, such as (1) existing and potential fund demanders; (2) existing and potential fund providers; (3) investors and professionals running crowdfunding platforms; (4) professionals and major shareholders of traditional financial institutions; (5) staff in regulatory government agencies; (6) academics; and (7) the general public.

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