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Nota di contenuto	The Matter of Crowdfunding in China -- Crowdfunding in the Context of New Institutional Economics -- The Concept of Crowdfunding in the West Versus in China -- From Informal Finance to Internet Finance in China -- Crowdfunding in China -- Traditional Informal Finance Versus Crowdfunding in China -- Learnings from Crowdfunding in China.
Sommario/riassunto	China is currently the front-runner on the global crowdfunding market, even though this form of financing originated in the USA. Crowdfunding in China, however, differs significantly from its counterpart in the West. This book reveals that Chinese crowdfunding is a product of the country's dynamic internet sector, which is based on mobile internet, e-commerce, and online/mobile payments, together with significant government support. The author presents a comprehensive theoretical, empirical and field-based work on crowdfunding in China. Adopting a new institutional economics approach, it maps and deciphers the origins and paths of informal finance that have led to internet finance and the rise of crowdfunding platforms. In addition, three case studies are analyzed and their

implications for crowdfunding stakeholders in China are discussed.

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