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Lingua di pubblicazione	Inglese
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Front Matter -- Equity Crowdfunding, a New Form of Financing that Raises a Number of Questions -- Transdisciplinary Approach to the Issue of Investor Choice -- References -- Index -- Other titles from iSTE in Innovation, Entrepreneurship and Management
Sommario/riassunto	Equity crowdfunding is a new way for seed stage start-ups to generate initial capital and, as such, raises questions around the choices made by investors within this area. Understanding it is important for investor protection, as investors are generally unaware of the factors that can influence their decisions. However, investing in equity crowdfunding places the investor in a unique decision-making framework, in which resources such as images, videos and storytelling are all mobilized by entrepreneurs and platforms as tools of persuasion. This context thus seems to favor more holistic and emotional decision-making, rather than a process that is rational and analytical. This first volume centers on the emotional and axiological determinants of choice. A transdisciplinary theoretical analysis is carried out, combining different fields within the social sciences, primarily finance, marketing and psychology. This state of the art leads to the emergence of an original theoretical framework for understanding investment choices in equity

2. Record Nr.	UNINA9910716104703321
Titolo	Bureau of Lighthouses, Cleveland, Ohio. Communication from the President of the United States transmitting a supplemental estimate of appropriation for the Department of Commerce for the fiscal year ending June 30, 1927, amounting to \$ 60,000. June 9, 1926. -- Referred to the Committee on Appropriations and ordered to be printed [[electronic resource]]
Pubbl/distr/stampa	[Washington, D.C.] : , : [U.S. Government Printing Office], , 1926
Descrizione fisica	1 online resource (2 pages)
Collana	House document / 69th Congress, 1st session. House ; ; no. 425 [United States congressional serial set] ; ; [serial no. 8579]
Altri autori (Persone)	CoolidgeCalvin <1872-1933.>
Soggetti	Lighthouses Lightships Cost Legislative materials.
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