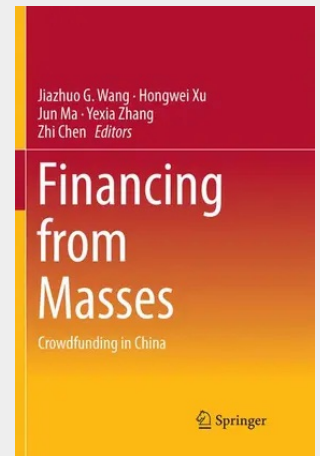


Financing from Masses

Crowdfunding in China

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.

The first book in English on China's fast-growing crowdfunding industry Offers most comprehensive and detailed analysis of China's crowdfunding industry Provides an introduction to and guidelines for understanding China's fast-growing and complex crowdfunding industry Is a valuable reference for crowdfunding-industry participants, researchers and regulators



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