Crowdfunding for Sustainable Entrepreneurship and Innovation

Part of the Advances in Business Strategy and Competitive Advantage Book Series

Walter Vassallo (University of Genoa, Italy)

Description:

Business systems undergo a number of transitions as the needs and demands of society change. With heightened connectivity driven by the development of the Internet, new opportunities for venture development and creation have become available to business owners and entrepreneurs.

Crowdfunding for Sustainable Entrepreneurship and Innovation is a pivotal reference source for the latest scholarly research on the opportunities and benefits gained from the use of crowdfunding in modern society, discussing its socio-economic impacts in addition to its business implications. Features current trends and future directions for crowdfunding initiatives.

Readers:

This book is ideally designed for students, researchers, practitioners, entrepreneurs, and policy makers.

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Topics Covered:

- Energy and Environment Sectors
- Legal Concerns and Regulation
- Marketing Considerations
- Policy Development
- Real Estate Sector
- Social Inclusion
- Start-Ups

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Walter Vassallo (MSc, PhD) is an economist and entrepreneur with vast professional experience in overall company coordination over multidisciplinary teams. His work is linked to his vision to translate trends and changes into opportunities, to move the way we think in order to act and implement sustainable solutions. Decade experience in policies, research, startups during which he has been involved in developing, acquiring, managing and coordinating innovative projects. He implemented assignments commissioned by private and public entities, including University teaching and mentoring. Currently he is Funder and CEO of Letyourboat, a website for people to list, find, and rent accommodations onboard of boats, which mission is to disrupt the traditional recreational boating charter sector and make it accessible and affordable to everyone. Author of articles, publications and books.