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This book—the first to tackle the subject—will show you how innovative global corporations have started to use crowdfunding, and how your business might also benefit. The first era of crowdfunding was defined by the entrepreneur; the second will be defined by the enterprise.

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Gary J. Ross focuses his practice on securities law, venture capital and private equity, corporate governance, and general corporate matters. Gary represents investment funds and private companies at all stages, as well as investors in each.

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