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The Kickstarter Handbook: Real-Life Crowdfunding Success ...

There are a number of things you need to know before you venture into the Kickstarter universe – and The Kickstarter Handbook guides you through every step of the process. The book is both inspiring and cautionary (and rightfully so!) You'll read real life success stories – but you'll also learn valuable lessons from those who failed.

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Enter Kickstarter.com—the phenomenal “crowdfunding” website launched in 2009 that brings venture capital to the masses. At Kickstarter, it's not uncommon for entrepreneurs to raise \$50,000, \$100,000, \$250,000, or more. All you need is a great idea—and The Kickstarter Handbook.

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