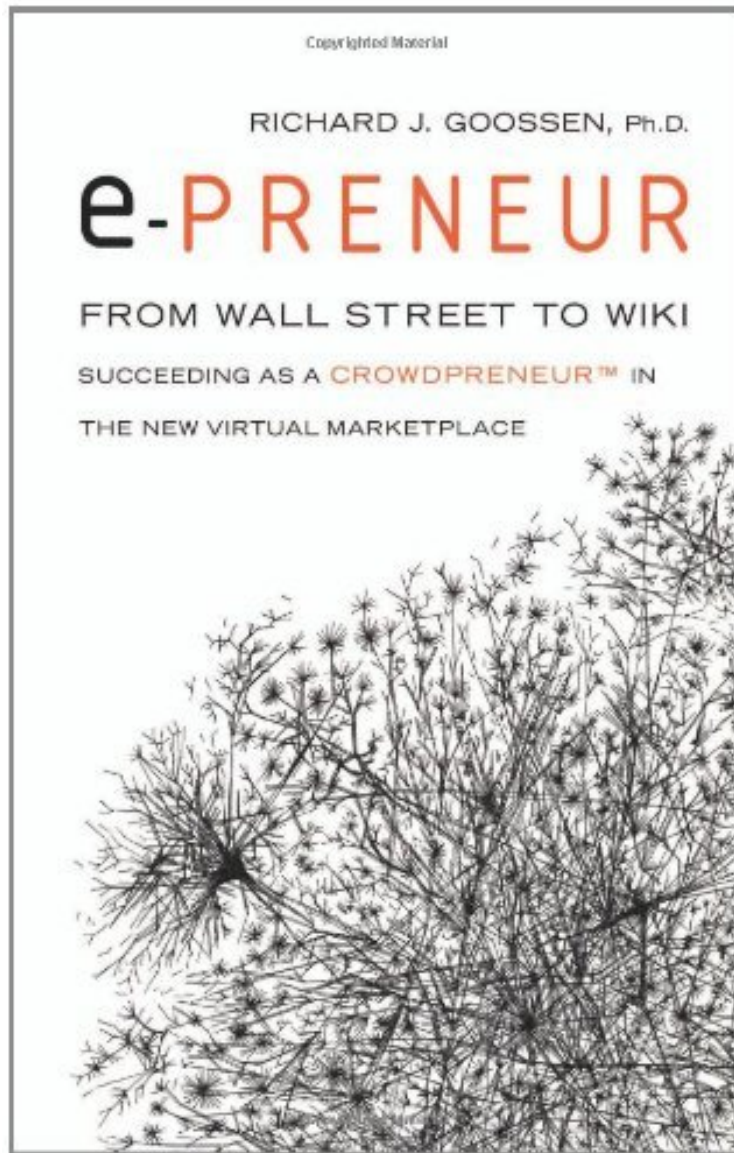


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Ph.D. Richard J. Goossen

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6 of 6 people found the following review helpful. If you want to intergrate the Internet into your company or business

plan, then consider giving this book read. By Jeff Lippincott I liked this book. It's about how to succeed as a "crowdpreneur" in the New Virtual Marketplace. Said another way, it's about how to be a successful Internet-marketer using Web sites, blogs, and social networking sites online to effectively market your company and yourself. The book is comprised of seven chapters and three appendices as follows: 1. Introduction: What is the New Virtual Marketplace, and Why does it matter? 2. Step 1: The entrepreneurial lens 3. Step 2: Opportunities through innovation 4. Step 3: Feasibility analysis and the opportunity 5. Step 4: Developing an effective crowd-power business model 6. Step 5: Financing and growing the company 7. Conclusion: Succeeding as a crowdpreneur in the New Virtual Marketplace A. Introduction to Crowdpreneur Networks, Inc. B. Introduction to The Center for Entrepreneurial Lenders C. Bibliography (pp. 229-245) I suspect this book will be a worthwhile read for anyone who is interested in Internet marketing. It is written from an entrepreneurial perspective. And it covers that material well. But it comes across as an advertising piece for the author's pet projects. Just look at A and B in the appendix and you can see point blank how much of an advertisement or marketing piece this book is. But there is some good content between this book's covers. And C in the appendix is packed full of good resources for the reader to see or visit. So if you want to intergrate the Internet into your company or business plan, then consider giving this book read. 4 stars!

Today, the power of the crowd is used for everything from swapping photos to discovering pharmaceuticals. The people who utilise crowd power in the new virtual marketplace are the new entrepreneurial leaders of the online age. This book surveys and makes sense of the field of Web 2.0 crowd-power companies.

About the Author Richard J. Goossen, Ph.D., has focused on entrepreneurial strategy, finance, and growth for more than 20 years as a serial new venture founder, strategic advisor to high-growth companies, lawyer, researcher, author, professor, and professional public speaker. He has written three books, edited three others, and written more than 100 articles. In addition, he has been a director, officer, and/or advisor to a wide variety of Web 1.0 and Web 2.0 companies. He coined the term "crowdpreneur." He is the CEO of M A Capital Corp. and an adjunct professor of entrepreneurship and strategy at the School of Business, Trinity Western University.