



Money Matters: Alternative Finanzierungsmethoden in der Buchbranche (Initialen) (German Edition)

Meike Söhner

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Bachelorarbeit aus dem Jahr 2013 im Fachbereich Buchwissenschaft, Johannes Gutenberg-Universität Mainz, Sprache: Deutsch, Abstract: Crowdfunding, Business Angels oder doch herkömmliche Finanzierung über einen Kredit, um an Kapital für ein Start-Up zu kommen?

Vor diesen Fragen zur Wahl einer geeigneten Finanzierung stehen Unternehmensgründer und Start-Ups immer wieder.

Die Buchwissenschaftlerin Meike Söhner hat in ihrer Bachelorarbeit Money Matters: »Alternative Finanzierungsmethoden in der Buchbranche« verschiedene Finanzierungsmodelle für Start-Ups der Branche untersucht und ihren Wert für Existenzgründer näher analysiert. Dabei wird nicht nur die aktuelle Kreditmarktlage beleuchtet, sondern auch dezidiert auf Methoden wie Crowdfunding, Venture Capital und die Finanzierung durch Business Angels eingegangen.

Darüber hinaus führte die Autorin aufschlussreiche Interviews mit Experten der Branche, die erfolgreiche Start-Ups wie PaperC und textunes gegründet haben. Ihre Erfahrungen mit Investoren und der Generierung von Kapital bieten einen guten Einblick in die Praxis.

Diese Abhandlung stellt eine ideale Unterstützung für Unternehmensgründer da, die auf der Suche nach geeigneten Investoren für ihre Idee sind und sich über die vorhandenen Möglichkeiten informieren wollen.

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