

**EQUITY CROWDFUNDING: TRANSFORMING CUSTOMERS  
INTO LOYAL OWNERS**

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## **Crowdfunding comes with its own legal challenges - Phoenix Business Journal**

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### **Equity Crowdfunding Books - Peter J Thomson**

My book, Equity Crowdfunding: Transforming Customers into Loyal Owners is based on the premise that the power of social networks.

Related books: [Friend of God: Course Two \(Biblical Studies 101\)](#), [The Animal Shelter Mystery \(The Boxcar Children Mysteries\)](#), [Maxwell Marlowe, Private Eye...Blackmail in Paradise](#), [Stiletto: The Dana Cartwright Series: Mission One \(The Dana Cartwright Missions Book 1\)](#), [Scandal By The Ton, Affairs of Malice, 7 pagine \(Gli emersi poesia\) \(Italian Edition\)](#).

In summary, our interviews suggest that the rapid expansion of ECF in the UK has gone hand in hand with the emergence of a large new enthusiastic investor pool, often interested in supplying relatively small tranches of capital a few thousand pounds to a variety of projects. Notify me of new posts via email. However, if an ECF pitch fails to reach its target, the failure is public.

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