e-Preneur

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Today, the power of the crowd is used for everything from swapping photos, designing shoes, discovering pharmaceuticals, and developing software. The people who utilize crowd power in the new virtual marketplace are the new entrepreneurial leaders of the online age. e-Preneur is the first book to survey, analyze, and make sense of the entire field of Web 2.0 crowd-power companies. This book shows how to succeed as a "crowdpreneur" in the new virtual marketplace.

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