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Christina Buckreus

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Studienarbeit aus dem Jahr 2013 im Fachbereich BWL - Bank, Börse, Versicherung, Note: 2, Verwaltungs- und Wirtschaftsakademie Rhein-Neckar e. V., Sprache: Deutsch, Abstract: Die Arbeit untersucht die Frage, inwiefern Crowdfunding eine Konkurrenz zur traditionellen Finanzierung durch die Hausbank darstellt. In dieser Fallstudie aus Sicht eines mittelständigen Finanzdienstleistungsunternehmens werden dazu die Crowdfunding-Plattformen Kickstarter und Startnext betrachtet und Auswirkungen auf das Bankengeschäft abgeleitet.

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