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The crowdfunding expert known as "The Crowdsourceress"-who is hugely successful and has some of the biggest and most famous Kickstarter campaigns in her portfolio-writes the definitive guide for anyone looking to raise money for a creative endeavour, product, or cause.

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"Neil Young's Pono campaign was the third most successful hardware campaign of all time, and Alex deserves much of the credit, second only to Neil, of course. The Crowdsourceress will give you everything you need to make your campaign a success." --Phil Baker, COO, Pono "Owning The Crowdsourceress is like having Alex Daly's 'special sauce' right at your fingertips."--Jesse Reed, cofounder, Standards Manual In recent years, the crowdfunding industry has generated several billions in funding. But the harsh reality is that around 60 percent of Kickstarter campaigns fail. Enter Alex Daly, a crowdfunding expert who has raised over \$20 million for her clients' campaigns. She has run some of Kickstarter's biggest projects-TLC's newest album, Neil Young's audio player, and Joan Didion's documentary. In this book, Daly takes readers deep inside her most successful campaigns, showing you how to Get fans and influencers excited about your launch Build an appealing and powerfully designed campaign Access proven video tips, pitching tactics, press releases, and rewards ideas Avoid the most common headaches and pitfalls Here you'll get tangible tools to run your own crowdfunding campaigns and fully connect with the crowd, get people to pay attention, and inspire them to act.

"The official sequel to The Oz Principle."

React today is one of the most loved and preferred choices for front-end development. Using React with TypeScript enhances development experience and offers a powerful combination to develop high performing web apps. This book will take you through a journey of web development with the help of the latest version of React and TypeScript 3.

Discover the secrets for how to think and act like the most successful people in the world and reap the rewards! In today's constantly changing world, you have to be smart to get ahead. But the average person uses only about two percent of their mental ability. How can we learn to unleash our brain's full potential to maximize our opportunities, like the most successful people do? In Get Smart!, acclaimed success expert and bestselling author Brian Tracy reveals simple, proven ways to tap into our natural thinking talents and abilities and make quantum leaps toward achieving our dreams. In this indispensable guide, you'll learn to: · Train your brain to think in ways that create successful results · Recognize and exploit growth opportunities in any situation · Identify and eliminate negative patterns holding you back · Plan, act, and achieve goals with greater precision and speed Whether you want to increase sales, bolster creativity, or better navigate life's unexpected changes, Get Smart! will help you tap into your powerful mental resources to obtain the results you want and reap the rewards successful people enjoy.

Supermaker is a guide to business and career development by Jaime Schmidt: acclaimed entrepreneur, founder of Schmidt's Naturals, and icon of the Maker Movement. In Supermaker, she shares how you too can start or grow your own business with advice on branding, product development, social media marketing, scaling, PR, and customer engagement, all based on her own hard-won mastery. In just seven years, Jaime Schmidt went from making natural products in her Portland, Oregon, kitchen to turning her brand into a household name and selling her company to Unilever-without sacrificing the integrity of her product or her creative vision. • Readers learn how to get ahead on their own terms and while maintaining their commitment to fair and sustainable principles. • A valuable resource to the ever-growing community of business owners and entrepreneurs who want to go from maker to magnate. • Candid advice from an industry disruptor. Following her growth from farmers' market stand to international brand, Jaime's book is a riveting mix of inspiration, the honest airing of mistakes, and indispensable instruction. Supermaker empowers and unites the next generation of entrepreneurs. • A go-to guide for the passion-to-profit journey. • The perfect read for aspiring entrepreneurs, makers, creatives, and anyone with an interest in natural products, selling your products online, retail strategy, and digital marketing. • Great for anyone who enjoyed Start Something That Matters by Blake Mycoskie, Craft, Inc: Turn Your Creative Hobby into a Business by Meg Mateo Iasco, and The Girls' Guide to Starting Your Own Business: Candid Advice, Frank Talk, and True Stories for the Successful Entrepreneur by Caitlin Friedman.

Too often a design or architecture degree is seen as a means to an end (a job in an established practice). But imagine for one moment that there are no employers, no firms to send your CV to, no interviews to be had - what would you do? How would you forge your own path after graduation?The current economic climate has seen many graduates chasing a finite number of positions. The most ingenious and driven designers have found weird and wonderful ways of making opportunities for themselves, often by applying their skills across the creative disciplines of art, design, architecture and interiors. Knowing what you want from your design career and being able to adapt your strategy to suit is basic and vital - just like in the wild, designers need to evolve.The book celebrates the various strategies that students and graduates are taking to gain exposure, while also including interviews and inspirational advice from those who are now enjoying success as a result of their creative approach to employment.

More Than Money Jamey Stegmaier knows crowdfunding. He's a veteran of seven successful Kickstarter campaigns (and counting) that have raised over \$1.4 million, and he's the proprietor of the widely read Kickstarter Lessons blog. In this book he offers a comprehensive guide to crowdfunding, demonstrating that it can be a powerful way for entrepreneurs to grow their businesses by building community and putting their customers first. This book includes over forty stories of inspiring successes and sobering disasters. Stegmaier uses these examples to demonstrate how to (and how not to) prepare for a campaign, grow a fan base, structure a pitch, find new backers, and execute many other crucially important "nuts and bolts" elements of a successful crowdfunding project. But Stegmaier emphasizes that the benefits of crowdfunding are much more about the "crowd" than the "funding." He shows that if you treat your backers as people, not pocketbooks-communicate regularly and transparently with them, ask their opinions, attend to their needs-they'll become advocates as well as funders, exponentially increasing your project's chances of succeeding.

In his intricately detailed and historically accurate illustrations, Spier brings delightful new dimensions to the popular folk song.

A story of human confusion in the midst of a fast-changing digital era, when humans don't have much chance to stop, look back, and contemplate. Moving from one crowd to another, from connecting to alienating, we flock to the future and leave the past behind. Technology has transformed human civilisation. Social network is the new world, where tremendous amount of time is spent running away from the harsh reality of life lled with defeat and absurdity. The novel portrays a young Generation Y, who lives in two worlds with blurring boundaries. Unable to distinguish what's real and what's virtual, Jayanegara falls into the trap of hope and illusion of cyberspace. As the rst Indonesian novel that explores the pressing issue of human existence in an era where modern technology consumes our existence, The Last Crowd cleverly unravels our deepest fears and desires: loneliness, isolation, and an innate obsession to be whoever we want to be on screens.

The NASA Graphics Standards Manual, by Richard Danne and Bruce Blackburn, is a futuristic vision for an agency at the cutting edge of science and exploration. Housed in a special anti-static package, the book features a foreword by Richard Danne, an essay by Christopher Bonanos, scans of the original manual (from Danne's personal copy), reproductions of the original NASA 35mm slide presentation, and scans of the Managers Guide, a follow-up booklet distributed by NASA.