

## Best of Our Valley Lawyer Publishes New Book

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Scottsdale- and Phoenix-based attorney Jonathan Frutkin of the Frutkin Law Firm--a 2013 Best of Our Valley winner--has published a new book, *Equity Crowdfunding: Transforming Customers into Loyal Owners*. The book, which is now on sale at Amazon, provides insight into how business owners can turn their customers into loyal customers while raising money for their company. According to Frutkin, equity crowdfunding is the single largest marketing opportunity for local businesses this year. "By resetting the relationship between corporation and patron, the new rules for crowdfunding are going to fundamentally shift the way entrepreneurs think about both raising capital and creating long-term engagements with their customers," Frutkin says.