

(Library ebook) A Guide to Open Innovation and Crowdsourcing: Advice from Leading Experts in the Field

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Paul Sloane

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Open innovation and crowd sourcing are the hottest topics in strategy and management today. The concept of capturing ideas in a hub of collaboration, together with the outsourcing of tasks to a large group of people or community is a revolution that is rapidly changing our culture. A Guide to Open Innovation and Crowdsourcing explains how to use the power of the internet to build and innovate in order to introduce a consumer democracy that has never existed before. If a business fails to embrace it, it is at risk of being left behind. Written by an international team of eminent thinkers, writers and practitioners in the field, A Guide to Open Innovation and Crowdsourcing covers the definition of open innovation, how to manage virtual teams and co-create with customers, how to overcome legal and IP issues and common mistakes and pitfalls to avoid. With corporate case studies and best practice advice, A Guide to Open Innovation and Crowd Sourcing is a vital read for anyone who wants to find innovative products and services from outside their organizations, make them work and overcome the practical difficulties that lie in the way.

"[D]raws together some of the best advice on this growing area into a single volumehellip; If your company is thinking about venturing into the brave new world of open innovation, this book ought to be on your must-read list. You'll gain some important insights into where to start, things you need to consider and what to watch out for." --Chuck Frey, www.innovationtools.com
"This book is an essential guide to both Open Innovation and crowdsourcing, because it is a compilation of the best thinking by experts on both subjectshellip; A Guide to Open Innovation and Crowdsourcing has a good mix of theoretical and practical material, so there is likely to be something of value for everyone, regardless of onersquo;s specific interest or responsibility." --ForeWord Book
"The guide offers you to explore the field and gives examples, what challenges companies met and how they were overcome. And those who are familiar with change management of personal effectiveness approaches, may find similar approaches in some of the chapters. With the valuable extension of how these concepts can be applied more effective in a networked environment or crowd sourcing approach."
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"[A] valuable resource for those interested in learning about 21st-century entrepreneurship methods that integrate technology into these business practices. Summing Up: Recommended. Lower- and upper-division undergraduates, faculty, and professionals/practitioners." --CHOICE
About the Author
Paul Sloane is an experienced speaker, course leader and facilitator as well as a leading author of lateral thinking puzzles. He speaks and gives workshops on innovation and creative thinking to corporations around the world. He has written The Leaders Guide to Lateral Thinking Skills, The Innovative Leader, and How to Be a Brilliant Thinker, all published by Kogan Page.