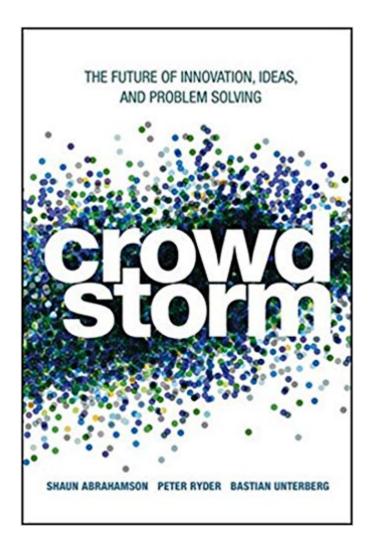
The book was found

# Crowdstorm: The Future Of Innovation, Ideas, And Problem Solving





## Synopsis

A practical guide to tapping into the abundant ideas and talent outside your organization Â Successful organizations are constantly searching for new ideas. A Historically, organizations have looked to their employees and select partners. They have used techniques like brainstorming to gather and evaluate ideas. However, in todayâ ™s market, talent and new ideas can be found everywhere.ÂÂ The Internet has enabled organizations to greatly expand their searches far beyond their four walls. A Instead of ten or one hundred people, organizations from startups to Fortunate 500 firms can work with thousands or tens of thousands to discover and assess many, many more ideas (as well as prototypes, partners and people). Â Â We call this Crowdstorming. Â Â But how do you organize so many people and ideas to get the best results? Â Our goal is to help our readers make Crowdstorming work; to help more organizations engage with people far beyond their organizational borders, to find better ideas, solutions, talent and partners so we can address some of our most challenging problems -- not just for the sake of business, but for our society, too. Shaun Abrahamson has spent more than a decade as an early stage investor and advisor partnering with leading startups and global organizations to identify, create and launch new businesses enabled by newly possible relationships with customers and experts. Peter Ryder is the former President of jovoto and has broad experience as a consultant helping organizations improve their business through the use of new technologies. Bastian Unterberg is the founder and CEO of jovoto, a Berlin and NYC based firms that organizes a 40,000 person strong creative community to work with global brands on problems ranging from new product design to sustainable architecture.

## **Book Information**

Hardcover: 230 pages Publisher: Wiley; 1 edition (February 4, 2013) Language: English ISBN-10: 1118433203 ISBN-13: 978-1118433201 Product Dimensions: 6.4 x 0.8 x 9.3 inches Shipping Weight: 10.4 ounces (View shipping rates and policies) Average Customer Review: 4.9 out of 5 stars Â See all reviews (7 customer reviews) Best Sellers Rank: #1,109,177 in Books (See Top 100 in Books) #146 in Books > Business & Money > Processes & Infrastructure > Research & Development #2240 in Books > Business & Money > Skills > Decision Making #2750 in Books > Business & Money > Management & Leadership > Decision-Making & Problem Solving

#### **Customer Reviews**

The first remark is obvious for someone like me, asked to carefully think about terms beore using them: why crowdstorm??? I understand that itâ ™s an adaptation of Alex Osbornâ ™s brainstorming concept, and that it describes a cfinding the best ideas by brainstorming at internet scale⠜, but lâ ™m not sure why it is necessary to introduce this new term. After briefly presenting how crowdsourcing (yes, the original term) can deliver value, the authors explain the focus of their book as follows: "We are interested in a particular type of work â " the generation and evaluation of ideas [from] short text descriptions like the ones you might find in a suggestion box, to complex prototypes"But still, there has been so much literature about crowdsourcing that I canâ ™t figure out how using such a similar yet different word can make senseâ | Thereâ <sup>™</sup>s also an existing social shopping site called Crowdstorm (â celmpartial buying advice from a crowd of trusted expertsâ ce), which makes the choice of the name even more surprising. I guess the choice of crowdstorm and crowdstorming are a matter of branding, and thatâ <sup>™</sup>s fine since it doesnâ <sup>™</sup>t hinder us to understand the rest of the book. Itâ <sup>™</sup>s just puzzling for someone like me, who tends to use and adapt existing references (like ⠜creative crowdsourcing⠜) rather than create new terms. Anyway, the authors highlight early in the book that "for those who have worked with crowdsourcing, open innovation, cocreation (sic), or mass collaboration, the benefits [or crowdstorming] are already familiar.

#### Download to continue reading...

Crowdstorm: The Future of Innovation, Ideas, and Problem Solving Clinical Problem Solving in Orthodontics and Paediatric Dentistry, 2e (Clinical Problem Solving in Dentistry) Clinical Problem Solving in Periodontology and Implantology, 1e (Clinical Problem Solving in Dentistry) Blockchain: The Future of Internet Innovation - Ideas, Applications and Uses for Blockchain Technology (Taking Online Business, Fintech, and Cryptocurrencies to the Technological Edge) The Mystery of the Shemitah: The 3,000-Year-Old Mystery That Holds the Secret of America's Future, the World's Future, and Your Future! The Mystery of Shemitah: The 3,000-Year-Old Mystery That Holds the Secret of America's Future, the Shemitah With DVD: The 3,000-Year-Old Mystery That Holds the Secret of America's Future, the World's Future, and Your Future! What Customers Want: Using Outcome-Driven Innovation to Create Breakthrough Products and Services: Using Outcome-Driven Innovation to Create Breakthrough Products and

Services Data Abstraction and Problem Solving with C++: Walls and Mirrors (4th Edition) Intermediate Problem Solving and Data Structures: Walls and Mirrors (The Benjamin/Cummings Series in Computer Science) Data Abstraction and Problem Solving with C++: Walls and Mirrors (3rd Edition) Data Abstraction and Problem Solving with Java: Walls and Mirrors (3rd Edition) Clinical Problem Solving in Orthodontics and Paediatric Dentistry Text and Evolve eBooks Package, 2e Quality Assurance: Problem Solving and Training Strategies for Success in the Pharmaceutical and Life Science Industries (Woodhead Publishing Series in Biomedicine) Problem Solving Tools and Techniques for the Park and Recreation Administrator The McKinsey Mind: Understanding and Implementing the Problem-Solving Tools and Management Techniques of the World's Top Strategic Consulting Firm Judgments Choices and Decisions (Wiley Management Series on Problem Solving, Decision Making and Strategic Thinking) The Life Science Innovation Roadmap: Bioscience Innovation Assessment, Planning, Strategy, Execution, and Implementation Sustainable Innovation: Build Your Company's Capacity to Change the World (Innovation and Technology in the World E) Illustrating for Science: "A Problem-Solving Approach to Rendering Subjects in Biology, Chemistry, Physics , Astronomy, Space Technology, Medicine, Geology and Architecture"

<u>Dmca</u>