



## Crowdstorm [ the future of innovation, ideas, and problem solving /

Abrahamson, Shaun (1973-)

Wiley, 2013

Business enterprises-

Creative ability in business

New products-

Communities

Monografía

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**Título:** Crowdstorm [Recurso electrónico] the future of innovation, ideas, and problem solving Shaun Abrahamson, Peter Ryder, Bastian Unterberg

**Editorial:** Hoboken, N.J. Wiley 2013

**Descripción física:** ix, 230 p. ill

**Mención de serie:** E-Libro

**Bibliografía:** Includes bibliographical references and index

**Contenido:** Introduction -- First, some context -- Planning : the art of the possible -- Before you start : legal and brand discussions -- Ask the right question : the call to action -- Motivate the crowd : fair incentives for participants -- Organizing : coalitions and recruiting -- Endnotes -- List of figures and tables

**Detalles del sistema:** Modo de acceso: World Wide Web

**Fuente de adquisición directa:** E-Libro

**ISBN:** 9781118433201 hbk. alk. paper) 9781118570241 e-book)

**Autores:** Ryder, Peter ( 1954-) Unterberg, Bastian ( 1978-)

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