



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

Abrahamson, Shaun (1973-)

Wiley, 2013

Business enterprises- Communities Creative ability in business New products-

Monografía

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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

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