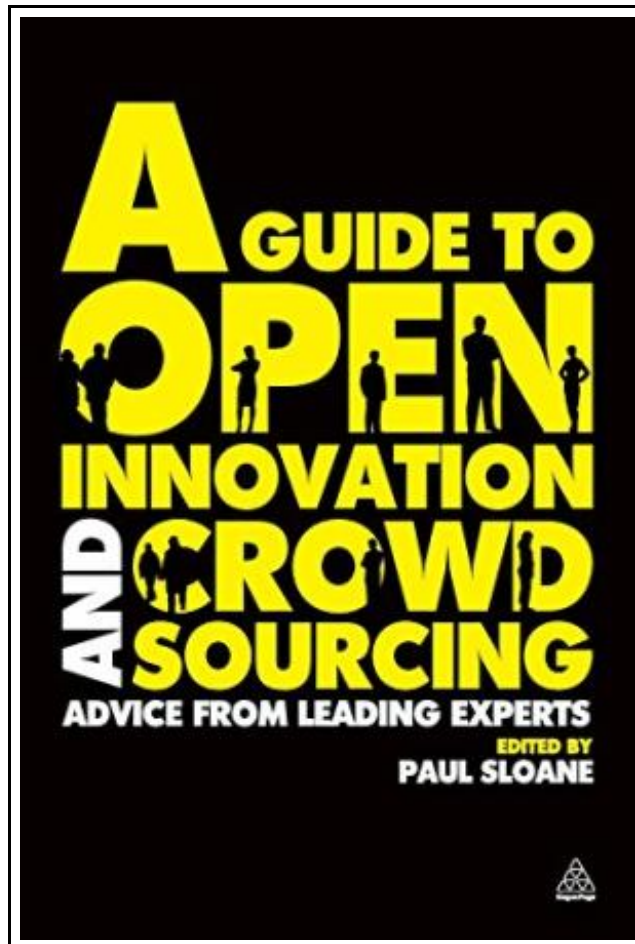# A Guide to Open Innovation and Crowdsourcing: Advice from Leading Experts in the Field

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Reviews

A high quality pdf and also the typeface used was exciting to see. it absolutely was writtern really properly and useful. I am quickly could get a delight of looking at a composed pdf.
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A GUIDE TO OPEN INNOVATION AND CROWDSOURCING: ADVICE FROM LEADING EXPERTS IN THE FIELD

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Kogan Page Ltd. Paperback. Book Condition: new. BRAND NEW, A Guide to Open Innovation and Crowdsourcing: Advice from Leading Experts in the Field, Paul Sloane, 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.

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