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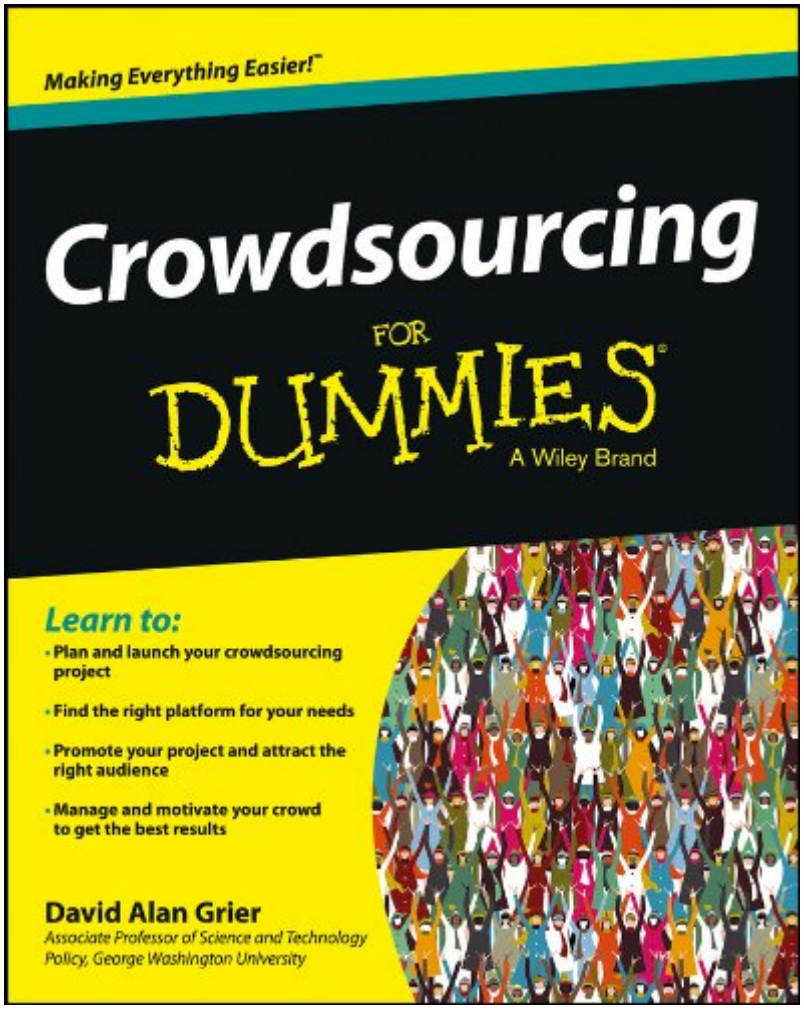
Crowdsourcing For Dummies



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Synopsis

Give your business the edge with crowd-power! Crowdsourcing is an innovative way of outsourcing tasks, problems or requests to a group or community online. There are lots of ways business can use crowdsourcing to their advantage: be it crowdsourcing product ideas and development, design tasks, market research, testing, capturing or analyzing data, and even raising funds. It offers access to a wide pool of talent and ideas, and is an exciting way to engage the public with your business. Crowdsourcing For Dummies is your plain-English guide to making crowdsourcing, crowdfunding and open innovation work for you. It gives step-by-step advice on how to plan, start and manage a crowdsourcing project, where to crowdsource, how to find the perfect audience, how best to motivate your crowd, and tips for troubleshooting.

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Customer Reviews

If you've heard the buzz about crowdsourcing and crowdfunding but aren't sure how it works or how it can help you, then Crowdsourcing for Dummies is the book for you. It explains in clear, concise English who used crowdsourcing and how and why they use it. The author examines the subject not just from the perspective of those looking to crowdsource a project, but from that of crowdsource

workers as well, which is important if you want to attract people to your project.Because crowdsourcing, it turns out, is really about management, and this book shows you in simple steps just how to find the right skills for your project, track work and quality, handle trouble, and successfully conclude the job. It’s a comprehensive book, but clearly laid-out into sections and chapters so that you can easily zero in on the ones that apply specifically to you, whether you are a multi-million-dollar enterprise looking for new ideas and publicity or an individual looking for some help designing a label. Or even if you’re a potential crowdsource worker.Crowdsourcing isn’t hard, but there are important nuances to master if you want to do it right. And like your grandma said, "If a thing is worth doing..."As the internet community continues to expand and more people trust it as a means of doing business, you can expect to see crowdsourcing and crowdfunding increase exponentially. This book will quickly bring you up to speed, and it’s a fun read, too.

quik delivery great info!

It’s very informative and written so as to be very understandable.

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