

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

Paul Sloane

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"[D]raws together some of the best advice on this growing area into a single volumehellip; If your company is thinking about venturing into the brave new world of open innovation, this book ought to be on your must-read list. You'll gain some important insights into where to start, things you need to consider and what to watch out for." --Chuck Frey, www.innovationtools.comhellip;"This book is an essential guide to both Open Innovation and crowdsourcing, because it is a compilation of the best thinking by experts on both subjectshellip; A Guide to Open Innovation and Crowdsourcing has a good mix of theoretical and practical material, so there is likely to be something of value for everyone, regardless of onersquo;s specific interest or responsibility.rdqquo;hellip;--ForeWord Book snbsp;"The guide offers you to explore the field and gives examples, what challenges companies met and how they were overcome. And those who are familiar with change management of personal effectiveness approaches, may find similar approaches in some of the chapters. With the valuable extension of how these concepts can be applied more effective in a networked environment or crowd sourcing approach."hellip;--Fred Zimny, serve4impact.comhellip;"[A] valuable resource for those interested in learning about 21st-century entrepreneurship methods that integrate technology into these business practices. Summing Up: Recommended. Lower- and upper-division undergraduates, faculty, and professionals/practitioners." --CHOICEhellip;About the Author Paul Sloane is an experienced speaker, course leader and facilitator as well as a leading author of lateral thinking puzzles. He speaks and gives workshops on innovation and creative thinking to corporations around the world. He has written The Leaders Guide to Lateral Thinking Skills, The Innovative Leader, and How to Be a Brilliant Thinker, all published by Kogan Page.