



Crowdsourcing For Dummies

By David A. Grier, David Bratvold

John Wiley & Sons Inc. Paperback. Book Condition: new. BRAND NEW, Crowdsourcing For Dummies, David A. Grier, David Bratvold, 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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