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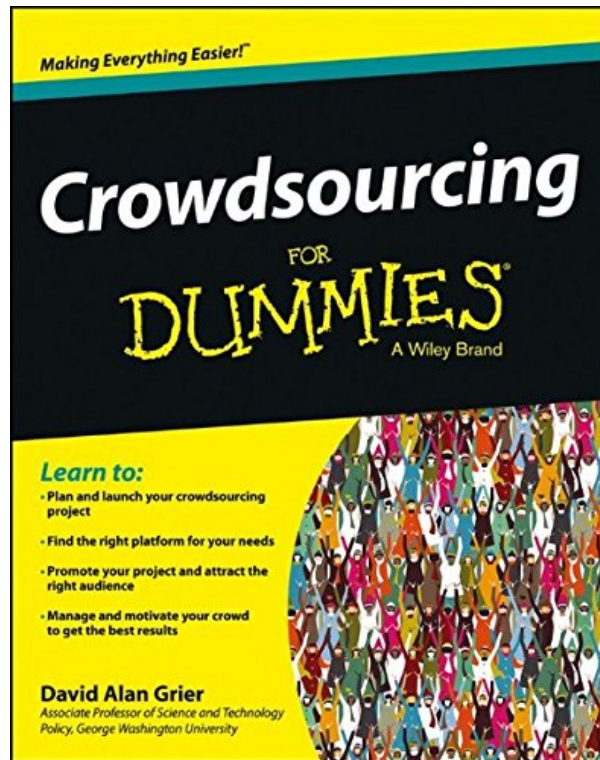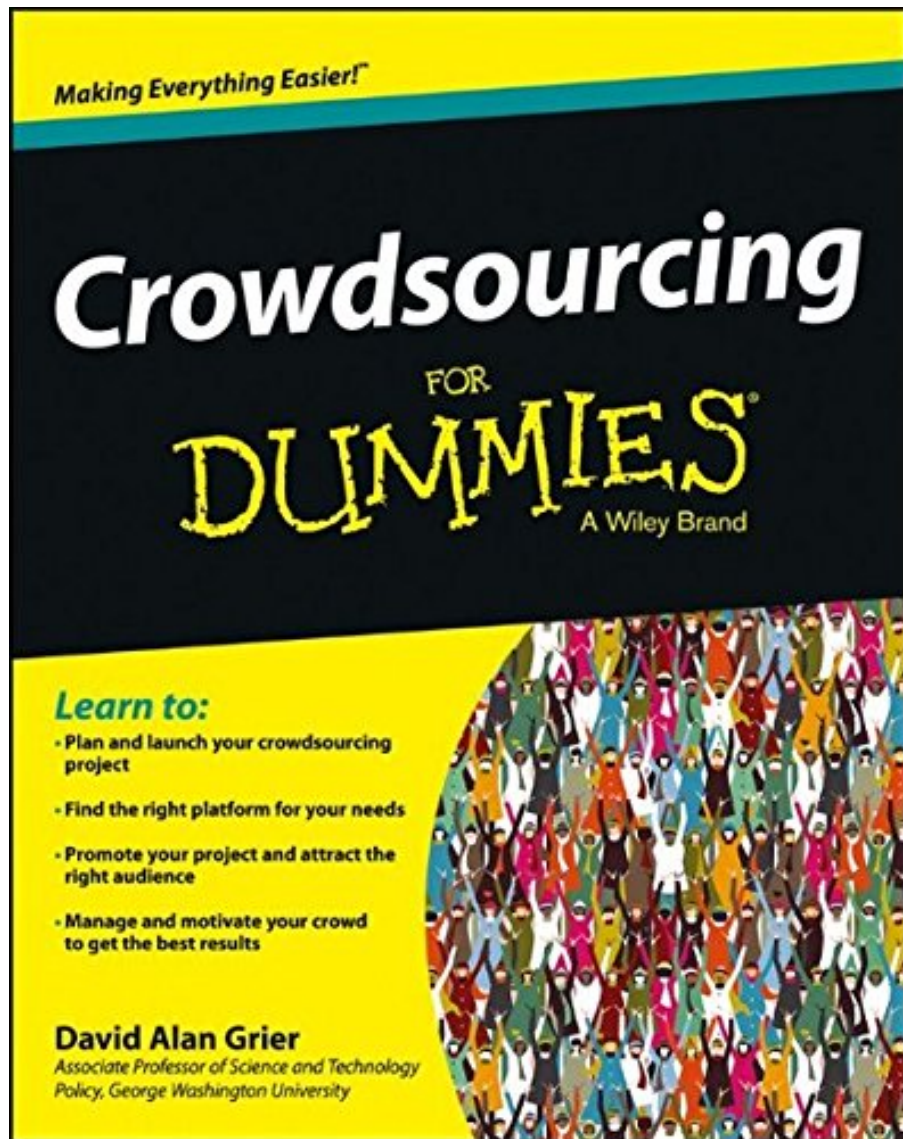

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Learn to:

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- Promote your project and attract the right audience

- Manage and motivate your crowd to get the best results

David Alan Grier
Associate Professor of Science and Technology Policy, George Washington University

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Review
David Alan Grier s book is both a good starting point for the uninitiated as well as useful reference guide to those who are already part of the crowd. (B2B Marketing.net, May 2013) This is a very good book. I would definitely buy it if you are even slightly interested in crowdsourcing. (Frost Magazine, June 2013)

From the Back Cover

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Learn how to harness people power for an unbeatable competitive edge!

Netflix used it to improve its ability to predict customers' movie ratings. L'Oreal used it to create a television advert for a tiny fraction of what it would've cost ordinarily. Dell used it to generate thousands of new product ideas and improvements. And now in Crowdsourcing For Dummies, David Alan Grier demonstrates how you can tap into the awesome power of the crowd. Discover how to use crowdsourcing to solve complex business problems and complete difficult tasks, supercharge innovation and new product development, build brand identity and boost productivity and profits.

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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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4 of 5 people found the following review helpful.
The best way to learn about crowdsourcing
By Teresa Meek
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.

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