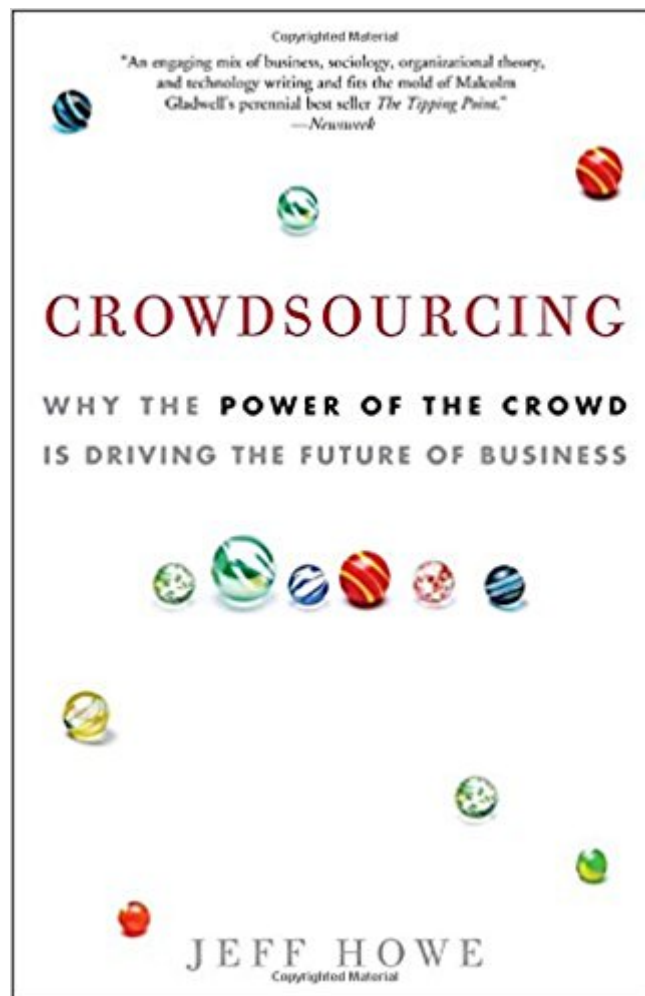## The book was found

Crowdsourcing: Why The Power Of The Crowd Is Driving The Future Of Business

Synopsis

Why does Procter & Gamble repeatedly call on enthusiastic amateurs to solve scientific and technical challenges? How can companies as diverse as iStockphoto and Threadless employ just a handful of people, yet generate millions of dollars in revenue every year? "Crowdsourcing" is how the power of the many can be leveraged to accomplish feats that were once the responsibility of a specialized few. Jeff Howe reveals that the crowd is more than wiseÃ¢â ¬â œitÃ¢â ¬â„¢s talented, creative, and stunningly productive. ItÃ¢â ¬â„¢s also a perfect meritocracy, where age, gender, race, education, and job history no longer matter; the quality of the work is all that counts. If you can perform the service, design the product, or solve the problem, youÃ¢â ¬â„¢ve got the job.But crowdsourcing has also triggered a dramatic shift in the way work is organized, talent is employed, research is conducted, and products are made and marketed. As the crowd comes to supplant traditional forms of labor, pain and disruption are inevitable, and Howe delves into both the positive and negative consequences of this intriguing phenomenon. Through extensive reporting from the front lines of this workplace revolution, he employs a brilliant array of stories to look at the economic, cultural, business, and political implications of crowdsourcing.

Book Information

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Customer Reviews

"An informed and enthusiastic guide to the new collaborative creativity."Ã¢â ¬â •Times (London)"A welcome and well-written corporate playbook for confusing times."Ã¢â ¬â •BusinessWeek"An engaging mix of business, sociology, organizational theory, and technology writing and fits the mold

of Malcolm Gladwell´s perennial bestseller, The Tipping Point."—Newsweek"While small groups have often been the foundation of great performance—think SWAT teams and Skunk Works—Jeff Howe has made the compelling case for the power of far larger communities of interest. He shows in Crowdsourcing—with rich illustrations from Google and InnoCentive to Threadless and Wikipedia—that the right community with the right incentives can often invent, write, and run research and business initiatives more effectively and less expensively than traditional enterprise."—Michael Useem, professor of management and director of the Leadership Center at the Wharton School, University of Pennsylvania, and author of The Go Point: When It´s Time to Decide and The Leadership Moment"Beyond the wisdom of crowds is the work of crowds, a powerful and transformative source of creativity and an economic engine that defies traditional rules. Jeff Howe´s guide to crowdsourcing—to use his perfect coinage—is insightful, fun, and indispensable to those who want to understand, or participate in, this amazing phenomenon." —Steven Levy, author of Hackers and The Perfect Thing "Jeff Howe has captured a complex and vital change in the business landscape: in the next few years, your customers could become your collaborators, or your competitors. His ability to weave story and strategy together makes Crowdsourcing a readable and indispensable guide to this new world."—Clay Shirky, author of Here Comes EverybodyFrom the Hardcover edition.

JEFF HOWE is a contributing editor at Wired magazine, where he covers the entertainment industry among other subjects. Before coming to Wired he was a senior editor at Inside.com and a writer at the Village Voice. In his fifteen years as a journalist, he has traveled around the world working on stories ranging from the impending water crisis in Central Asia to the implications of gene patenting. He has also written for U.S. News & World Report, Time magazine, the Washington Post, Mother Jones, and numerous other publications. He lives in Brooklyn with his wife and children.From the Hardcover edition.

From the positives of crowdsourcing and in its influence on business (the creation of Google with citation information being a key example) to its "dark side" of mob rule and mass mediocrity (the creation of Google can be used as the same key example), Howe very effectively explores by analysis and representation the phenomena of crowdsourcing as its "hyper fueled" by the World Wide Web. Howe effectively outlines the transformation that crowdsourcing on the Web has

created, from business and the means of production, to information distribution, to finance, what factors caused this transformation and where this may lead in the future. Finally, Howe projects the future, when the "digital natives" (those children now coming of age in the Internet era), supplant the "digital immigrants" (the rest of us), and, reminds us of the Pew Internet & American Life Project study that determined that, as of 2007, 93% of all American 12 to 17 year olds are regular Internet users, and, of those, 64% are creating content among themselves on the Web, and finally, the majority of those content creators are creating content in crowdsourcing, social network type environments. All and all, this is one of the most worthwhile books on the every expanding, and talked about, topic, and is a "must read" for anyone interested in the emerging crowdsourcing evolution.

"No matter who you are, most of the smartest people work for someone else," quips Bill Joy, a Sun Microsystems co-founder. This declaration was articulated as a paean to the wisdom of crowds, the subject of Jeff Howe's 2008 book, Crowdsourcing: Why the Power of the Crowd is Driving the Future of Business. Why limit yourself to a small, expensive subset of the available talent, the argument goes, when a global network of freelancers will gladly do the job better for little or free?Howe's enthusiasm is very nearly unequivocal. He predicts that today's tech-savvy youth will "help accelerate the obsolescence of such standard corporate fixtures as the management hierarchy and nine-to-five workday," concepts he deems to be "artifacts of an earlier age when information was scarce and all decisions...trickled down from on high." And Howe's praise of the community as exemplified in crowdsourcing is so complete that it borders on subservience: "Yes, communities need a decider," he concedes in his concluding chapter, but while "...you can try to guide the community...ultimately you'll wind up following them."The author's unabashedly optimistic chronicle of the ascendancy of crowdsourcing (a label he created) brings to mind a phrase once made famous by former Federal Reserve chairman Alan Greenspan: "irrational exuberance." Jeff Howe's full-fledged advocacy for the crowd's potential is equally as overreaching as Jaron Lanier's dire warnings on the same topic. In You Are Not a Gadget, Lanier writes ominously, "We [have]...entered a persistent somnolence, and I have come to believe that we will only escape it when we kill the hive."Both authors fail to account for some basic rules of human nature. Lanier laments that "when [digital developers] design an internet service that is edited by a vast anonymous crowd, they are suggesting that a random crowd of humans is an organism with a legitimate point of view." To which Howe would undoubtedly respond, Damn right. In fact, he explicitly states that "a central principle animating crowdsourcing is that the groups contain more

knowledge than individuals."Howe and Lanier are each right in their own ways. Crowdsourcing does indeed represent an entirely new model of work, one that transcends business and could upend a sizable chunk of existing corporate practices. Many of Lanier's fears, while understandable, are not feasible now or in virtually any other conceivable time horizon. And yet he is right that crowdsourcing will never replace the value of specialization. While Howe correctly lauds the democratization of decision-making -- for example, aspiring filmmakers are no longer beholden to studio executives' every whim -- his populist celebration of online egalitarianism is not bounded by realistically described limitations. "The crowd possesses a wide array of talents," Howe writes, "and some have the kind of scientific talent and expertise that used to exist only in rarefied academic environments."The key word here is "some." Howe notes Sturgeon's Law ("90 percent of everything is crap") and briefly admits that this may present an inaccurate portrayal of reality: "a number of the people I talked to for this book thought that was a lowball estimate." Even for the ten or fewer percent that actually do provide reasonably intelligent contributions to the marketplace of ideas, much will be repetitive or non-cumulative. A thousand people with a hobbyist's interest in chemistry may all eagerly contribute to a forum on noble gases, but it hardly follows that they will achieve any real breakthrough that eludes far more studied experts in the field.Ultimately, it is not so much the anecdotes that undercut Howe's thesis, nor is it his own repetition (which, in one particularly egregious case, consisted of several sentences copied wholesale from an earlier section of the book). Instead, it is his idealism that brings to mind countless earlier predictions of technology's ability to transform human nature, prophesies that have more often than not been proved demonstrably untrue. It remains to be seen what will become of crowdsourcing; will it go the way of the flying cars that American prognosticators naively envisioned over half a century ago? This seems unlikely, and yet so does the author's vision of a crowdsourcing revolution in business. The truth will likely lie somewhere in the middle, lodged comfortably between Jeff Howe's crowd-fueled utopia and Jaron Lanier's "hive mind" hell.

This book, authored by the man who coined the term "crowdsourcing," was written at a time when online crowdsourcing was still in its infancy. Due to that, he tends to rely heavily on a few stories to make his points. However, despite that, the book is a fascinating read that will contribute enormously to my thesis studies on how businesses should utilize crowdsourcing.

The information in this book is interesting -makes for great dinnertime conversation. Unfortunately the author does not write well. He does not organize his thoughts and arguments well. If you are a

fast reader you can glean the interesting information in the book and not get bogged down by all the useless and (often repetitive) filler material. If you are a slow reader sit back and wait for the Reader's digest version of the book or hope that Cliffs Notes makes one of their booklets out of it.

Easy and entertaining read with great examples of how contribution / crowdsourcing models are making an impact on businesses and web-based business models. It stimulates thinking about how these concepts may be applied to any range of contexts, and the power of the collective contribution.It is organized from a historical perspective to the present with a look to the future, and discusses vivid examples in each section.

After reading " what would Google Do", I decided to read this as well. Really informative and interesting. Information is still useful and current to apply to today's marketing.

Did not like the book. Too much unnecessary examples, and it became repetitive.

Excellent reference for Group and Team engagement

Crowdsourcing: Why the Power of the Crowd Is Driving the Future of Business Driving the Pacific Coast: Oregon and Washington: Scenic Driving Tours Along Coastal Highways (Driving the Pacific Coast California) Business Funding Secrets: How to Get Small Business Loans, Crowd Funding, Loans (Quick Guide) (Volume 1) Business Funding Secrets: How to Get Small Business Loans, Crowd Funding, Loans from Peer to Peer Lending, and More Crowdsourcing: Uber, Airbnb, Kickstarter, & the Distributed Economy Crowdsourcing (The MIT Press Essential Knowledge series) Summary: Crowdsourcing: Review and Analysis of Howe's Book Crowdsourcing For Dummies Solar Power: The Ultimate Guide to Solar Power Energy and Lower Bills: (Off Grid Solar Power Systems, Home Solar Power System) (Living Off Grid, Wind And Solar Power Systems) Power Training: For Combat, MMA, Boxing, Wrestling, Martial Arts, and Self-Defense: How to Develop Knockout Punching Power, Kicking Power, Grappling Power, and Ground Fighting Power Power Pivot and Power BI: The Excel User's Guide to DAX, Power Query, Power BI & Power Pivot in Excel 2010-2016 Business For Kids: for beginners - How to teach Entrepreneurship to your Children - Small Business Ideas for Kids (How to Start a Business for Kids - Business for children - Kids business 101) ESL Business English: The essential guide to Business English Communication (Business English, Business communication, Business English guide) Machine, Platform, Crowd:

Harnessing Our Digital Future Winter Driving: DVSA Safe Driving for Life Series Responsible Driving, Hardcover Student Edition (SPORTS'LIKE/RESPNS'BLE DRIVING) Driving With Care: Alcohol, Other Drugs, and Driving Safety Education-Strategies for Responsible Living: The ParticipantÃ¢ ¬Â s Workbook, Level 1 Education Driving with Care: Alcohol, Other Drugs, and Driving Safety Education-Strategies for Responsible Living: The Participants Workbook, Level II Education The Essential Driving Guide for Italy (Essential Guide to Driving in Europe) Driving North - On the Road to Northern Alberta and the Northwest Territories: A Driving Journal