



Crowdstorm [the future of innovation, ideas, and problem solving /

Abrahamson, Shaun (1973-)

Wiley, 2013

Business enterprises-

Creative ability in business

New products-

Communities

Monografía

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Contenido: Introduction -- First, some context -- Planning : the art of the possible -- Before you start : legal and brand discussions -- Ask the right question : the call to action -- Motivate the crowd : fair incentives for participants -- Organizing : coalitions and recruiting -- Endnotes -- List of figures and tables

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Autores: Ryder, Peter (1954-) Unterberg, Bastian (1978-)

Baratz Innovación Documental

- Gran Vía, 59 28013 Madrid
- (+34) 91 456 03 60

- informa@baratz.es