A Guide to Open Innovation and Crowdsourcing: Advice From Leading Experts

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Open innovation and crowdsourcing are among the hottest topics in strategy and management today. The concept of capturing ideas in a hub of collaboration, together with the outsourcing of tasks to a large group of people or community is a revolution that is rapidly changing business culture. *A Guide to Open Innovation and Crowdsourcing* explains how to use the power of ideas and people outside your organization to turbocharge your innovation. Failure to embrace these approaches could mean getting left behind

Written by an international team of the most eminent thinkers, writers and practitioners in the field, it explains:

-what open innovation and crowdsourcing are
-how to manage virtual teams and co-create with outsiders
-how to handle legal and IP issues
-how to get started with open innovation in your business
-common mistakes and pitfalls to avoid

With corporate case studies and best-practice advice, *A Guide to Open Innovation and Crowdsourcing* is a vital read for anyone who wants to find innovative products and services from outside their organizations and overcome the practical difficulties that lie in the way.

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Review

"[D]raws together some of the best advice on this growing area into a single volume… 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.com

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"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."
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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.

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