

1. Record Nr.	UNINA9910452624403321
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Titolo	Crowdsourcing for dummies [[electronic resource] /] / by David Alan Grier
Pubbl/distr/stampa	Chichester [England], : Wiley, 2013
ISBN	1-119-94384-1
Edizione	[1st edition]
Descrizione fisica	1 online resource (387 p.)
Collana	--for dummies
Disciplina	658.4036
Soggetti	Human computation Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	pt. 1. Understanding crowdsourcing basics -- pt. 2. Looking at the different forms of crowdsourcing -- pt. 3. Building skill -- pt. 4. Getting all you can get from the crowd -- pt. 5. The part of tens.
Sommario/riassunto	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, crowdfun