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Autore	Gloor Peter A (Peter Andreas), <1961->
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Altri autori (Persone)	CooperScott (Scott M.)
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Soggetti	Creative ability in business Technological innovations - Management Social networks - Research Data mining Group decision making Electronic books.
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Nota di contenuto	Why "cool" matters -- Swarm creativity creates cool trends -- Swarms can better predict the future -- About trendsetters -- Coolhunters look for coolfarmers -- When swarms go mad -- Do-it-yourself coolhunting with technology -- Coolhunting by automated social network analysis -- Five steps to becoming a coolfarmer -- The coming world of swarm creativity.