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Autore	Gloor Peter A (Peter Andreas), <1961->
Titolo	Coolhunting [[electronic resource] ] : chasing down the next big thing / / Peter A. Gloor and Scott M. Cooper
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Descrizione fisica	1 recurso en linea (xvii, 236 páginas) : ilustraciones
Altri autori (Persone)	CooperScott (Scott M.)
Disciplina	658.4/72
Soggetti	Creative ability in business Technological innovations - Management Social networks - Research Data mining Group decision making
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references (p. [223]-230) and index.
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.