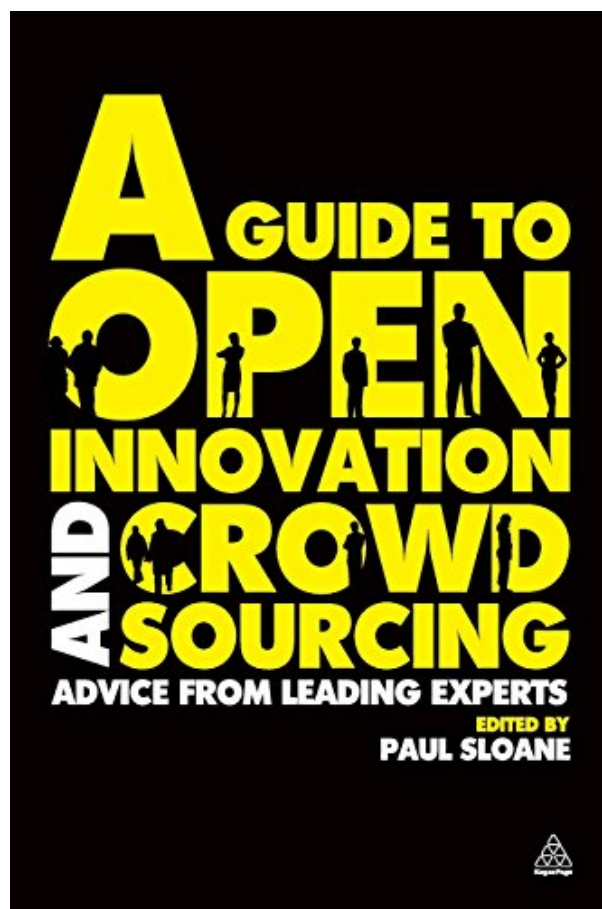


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Review

"[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

"This book is an essential guide to both Open Innovation and crowdsourcing, because it is a compilation of the best thinking by experts on both subjects... *A Guide to Open Innovation and Crowdsourcing* has a good mix of theoretical and practical material, so there is likely to be something of value for everyone, regardless of one's specific interest or responsibility."

--ForeWord Book Reviews

"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."

--Fred Zimny, serve4impact.com

"[A] valuable resource for those interested in learning about 21st-century entrepreneurship methods that integrate technology into these business practices. Summing Up: Recommended. Lower- and upper-division undergraduates, faculty, and professionals/practitioners." --CHOICE

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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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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Most helpful customer reviews

8 of 8 people found the following review helpful.

Are we Ready for Change?

By Jim Estill

This book is a collection of 25 articles edited by Paul Sloan.

I like article books since you can pick them up for a few minutes and return to them easily later.

First we need to define Crowdsourcing (even though the book defined open innovation first which is the flow of ideas in and out of the organization as opposed to just within it).

"Crowd Sourcing is the act of taking a job traditionally performed by an employee and outsourcing it to an undefined larger group in the form of an open call"

To make the process work well, the project needs to be well defined. The problem description is key. And the communication process needs to be well oiled.

Much of the challenge in implementing OI is the fear of change and the "old" systems that are in place already. Most companies have a fear of letting trade secrets out the door. Many companies think if they did not invent it inside their company, it is not good.

The obvious advantage of OI is the larger number of views that can focus on the problem. Different perspectives are often great in solving any problem. When someone is too close to the problem, sometimes

the fail to see the best, simplest or most obvious solution.

And of course there is an article on Intellectual Property rights. This alone might scare some companies off.

I love crowdsourcing but have some worries that we may end up trying to commodicise (its my new verb - to make into a commodity) innovation. Although this is problem for those trying to innovate, this is not why I worry about it. I worry that we may end up in a world where no one takes the time to truly think in depth about things. I know I already have that problem. I cannot remember the last time I spent full focus time for 3 hours at a time.

Crowdsourcing dramatically increases the value of analysts - the ones who can define the problem.

6 of 6 people found the following review helpful.

The relevancy of A guide to open innovation and crowdsourcing

By F. J. G. Zimny

Having noticed my passionate blogging about innovation in customer service, Kogan Page offered me to ship A Guide to open innovation and crowdsourcing. And yes, I promised to write my thoughts and impressions.

Open innovation and crowd sourcing are amongst the hottest topics in strategy and management in the last 5 years.

The concepts of collaboration and outsourcing are fundamental to the success of open innovation and crowd sourcing.

Having a background in system development, I believe that the the concept of capturing innovative ideas for innovation in a hub of collaboration, together with the outsourcing of tasks to a large group of people or community is a logical evolution. Quality management, system development and process management are examples of business practices that heavily depend on capturing ideas from internal or external staff members.

Does this make "A Guide to Open Innovation and Crowdsourcing" less relevant for me?

Some claim that Open Innovation is just a hype. Stefan Lindegaard recently wrote why the open innovation hype is good thing. As a citizen and a customer service professional I favor anything that can convince authorities management, leadership and employees to improve and innovate. And be sure, editor Paul Sloane and the advice from leading experts like Braden Kelley, Hutch Carpenter and Andrea Meyer do deliver tips, advices and examples in a - for me - convincing way.

As stated before, Jim Collins once wrote very well: "Whether you prevail or fall, endure or die, depends more on what you do to yourself than on what the world does to you". Neglecting open innovation and crowd sourcing as fundamental concepts (and not limited to innovation) or acting: it is up to you.

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.

One minor flaw for me is that - being a service professional - I missed the application of crowd sourcing and

innovation in the service economy, customer services or professional services.

The core

"A Guide to Open Innovation and Crowdsourcing" explains how to use the power of the internet to build and innovate in order to introduce a consumer democracy that has never existed before. If a business fails to embrace it, it is at risk of being left behind. Written by an international team of eminent thinkers, writers and practitioners in the field, "A Guide to Open Innovation and Crowdsourcing" covers the definition of open innovation, how to manage virtual teams and co-create with customers, how to overcome legal and IP issues and common mistakes and pitfalls to avoid. With corporate case studies and best practice advice, "A Guide to Open Innovation and Crowd Sourcing" is a vital read for anyone who wants to find innovative products and services from outside their organizations, make them work and overcome the practical difficulties that lie in the way.

My rating

4,0 stars on a scale 0-5.

This book is an accessible description of open innovation and crowd sourcings and offers instructive lessons for every business leader and professional.

Lots of cases that inspires one, presented simply. Based on the chosen approach, as a reader I enjoyed the many perspectives as outlined by all contributing experts.

This book is recommended reading for anyone who is interested in connecting to the changing context in our business world. It is then up to you how that knowledge and information will be applied by you to achieve business or professional.

6 of 6 people found the following review helpful.

Great book featuring some of the leading minds in Innovation and Crowdsourcing all in one place.

By George Levy

Great book featuring some of the leading minds in Innovation and Crowdsourcing all in one place.

Although each chapter is written and presented by different experts, the author has done an excellent job in framing all these varied viewpoints into a single collection by adding just enough of his own expertise to make the entire book read cohesively and smoothly.

I especially like the order that the book is divided into with chapters that take the reader starting with the basics of "What is Open Innovation?" and "What is Crowdsourcing?", onto both strategic and tactical topics such as "The Importance of a Strategic Approach to Open Innovation", "Bridging Open Innovation Gaps", "Building the Culture for Open Innovation and Crowdsourcing" and many more - all the way to "Envisioning the Future of Innovation."

If you are interested in the topics of Innovation and Crowdsourcing, this book delivers the opportunity to get some of the latest expert insights on both subjects in one single volume. It also serves as a great frame of reference of "who's who" among the top Innovation thought leaders in case you are interested in researching more on those topics.

See all 8 customer reviews...

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