#CROWDSOURCING TWEET

140 Bite-Sized Ideas to Leverage the Wisdom of the Crowd

KIRUBA SHANKAR and MITCHELL LEVY
FOREWORD BY JEFFREY HAYZLETT

BOOK 01

A THiNKaha® BOOK

#CROWDSOURCING **tweet** Book01

140 Bite-Sized Ideas to Leverage the Wisdom of the Crowd

Book Excerpt

By Kiruba Shankar and Mitchell Levy
Foreword by Jeffrey Hayzlett

THiNKaha®

BOOK EXCERPT Table of Contents

Contents

This is the Table of Contents (TOC) from the book for your reference. The eBook TOC (below) differs in page count from the tradebook TOC.

Foreword by Jeffrey Hayzlett

As the author of two business and marketing books, a maverick marketer and former CMO of a Fortune 100 C-suite company, I know the power and influence social media followers can bring to any product, service, or company. Whether you crowdsource or friendsource, the power to wrangle that collective knowledge is amazing. I've rustled up some of the best feedback and information from my company's followers to drive simple product improvements or new products customers loved and bought like crazy and—best of all—increasing revenue. It's about listening and responding in a relevant and timely way. You've then moved a step closer to the holy grail of marketing: the one-to-one relationship.

Authors Shankar and Levy share a vision of crowdsourcing worth examining and exploring. *#CROWDSOURCING tweet Book01* demonstrates the benefits of collecting knowledge in bite-sized formats on key topics in a relatively quick fashion. Well-edited, this content provides a robust, consolidated view of the topic at hand. The crowdsourced content within the THiNKaha series may truly become the "Cliff Notes" of crowdsourcing and marketing for anyone in business. Not only do I recommend reading this book, I encourage everyone to consider their own business experiences to create their own book in this series.

~ Jeffrey Hayzlett
Global Business Celebrity, Bestselling Author, and Sometime Cowboy

Section I: Introduction to Crowdsourcing

Section I

Introduction to Crowdsourcing

This section handholds you through
the concept of crowdsourcing.

1

Crowdsourcing is the process of gathering interesting people and tapping their knowledge and spare time to create something of value.

2

Crowdsourcing is cultivating and establishing relationships with the people who want to be involved and contribute meaningfully.

3

The collective knowledge of the audience is always higher than that of any one individual (even the expert).

4

Crowdsourcing is an effective way to connect the "haves" and the "have nots."

5

Crowdsourcing is when one person gets the ball rolling and others join in to keep it going.

6

Crowdsourcing means combining the labor and creativity of the web to offer cost-effective and better service to clients.

7

Crowdsourcing is a neologistic compound of *crowd* and *outsourcing*.

8

The crowdsourcing idea is that a large group of people can find the solution to a problem more accurately than a small group of people can.

Section II: Crowdsourcing Examples

Section II

Crowdsourcing Examples

The best way to understand the concept of crowdsourcing is to look at examples where it has been applied.

16

Micro-finance is a great example of crowdsourcing, by which many people loan small amounts of money to seed fund a deserving idea.

17

Twitter is an amazing crowdsourcing tool available to everyone for *free*!

18

If Linus Torvalds had decided to create Linux on his own, he would have failed miserably. After all, he wrote only two percent of the code!

19

Crowdsourcing works best when there is a bigger cause as the goal. Wikipedia is a perfect example.

20

Apple earned a cool $1 billion from its App store. *How?* By letting developers build most of the 140,000 apps and sharing the profits.

21

Like tiny ants building a mammoth anthill, crowdsourcing churns the intelligence of a group into a knowledge powerhouse.

22

Microsoft Encarta, the early digital encyclopedia, folded because it never truly embraced the power of contributions from people.

Section V

Motivation for Crowdsourcing

Why should someone look into crowdsourcing? Here are some reasons to motivate you to take it up.

64

If you are spearheading a crowdsourcing project, always put "we" before "I."

65

Most crowdsourced projects take time to build momentum. It's important to have a leader who will march forward with the project vision.
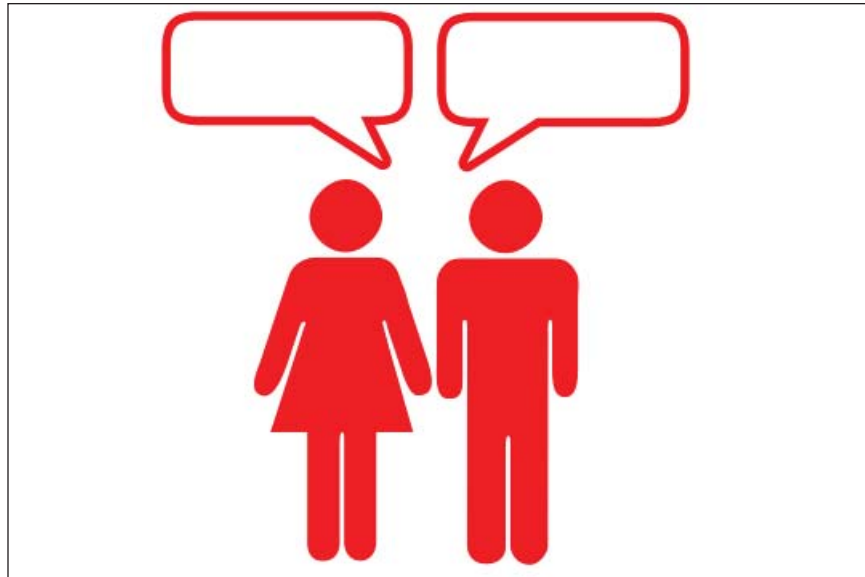
66

Crowdsourcing automatically breeds meritocracy—the bigger your contribution, the higher your authority!

67

The best person to do a job is the one who most wants to do that job.

Section VIII: Criticism for Crowdsourcing

Section VIII

Criticism for Crowdsourcing

Not everything about crowdsourcing is hunky dory. This section looks at challenging the concept to reveal that crowdsourcing doesn't necessarily work in all situations.

100

Let's not get carried away by crowdsourcing. Don't turn it into an excuse for slacking off and expecting others to do your work.

101

Crowdsourcing is psychologically backwards. When responsibility is distributed, individual responsibility goes down and people don't act.

102

"If you agree with everything I say, I have failed." That's the reason any crowdsourced project should invite constructive criticism.

103

Crowdsourcing is cool, but for immediate answers that actually make sense, my wife *always* beats the Twittersphere.

104

Crowds tend to conform to peer pressure rather than doing the right thing. Under Gandhi, this was for good. Under Hitler, this was for evil.

About the Authors

Kiruba Shankar is CEO of Business Blogging and Director of F5ive Technologies. He is also an agriculturist at Vaksana Farms and a publisher at Verdure Books. Prior to that, he was Associate Director at Sulekha.com. He has 16 years of experience in the Internet space.

Kiruba is one of the founders of The Knowledge Foundation, the group behind successful events like BlogCamp and Proto.in, a premiere event showcasing startups. He was on the advisory board of RangDe, a peer-to-peer micro-lending initiative from the ICICI Foundation. He loves teaching and has taught at IIM Kozhikode, IIM Bangalore, IIT Madras, and Asian College of Journalism. He has authored technology columns in the New Indian Express, Financial Express, and Business Standard Newspaper, as well as the books, *Wikipedia: A Beginner's Guide and Copy Right and Left*, a book on Creative Commons. Kiruba's next book is on couchsurfing.

As Ambassador for the TEDx program for India, Kiruba has helped guide many TEDx events in India and has co-organized TEDxChennai. He is a curator of **http://Cerebrate.in**, an international event for achievers. A professional podcaster, Kiruba hosts Kiruba.TV, where he interviews achievers from diverse fields. *Businessworld Magazine* ranked his blog, Kiruba.com (**http://www.Kiruba.com**), as one of India's top blogs.

Kiruba is a rowing champion and has captained the Sify Rowing Team to four consecutive M&B championship titles, a record in the 144 year history of Madras Boat Club.

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Mitchell Levy is the author of 12 business books and the CEO of the independent publishing house, Happy About. After earning his MBA from the College of William and Mary, he spent 13 years working for corporations in IT, Finance and Operations. He then spent 11 years as an entrepreneur creating 13 companies and strategic partnerships, including Happy About in 2005. Wanting to deliver the types of services he was looking for as a service provider, he created Happy About to make book publishing approachable.

Mitchell is also partner of the physical networking firm, CXOnetworking, and sits on the board of directors of Rainmaker Systems (NASDAQ: RMKR). Previously, he created four executive education programs at two different Silicon Valley Universities, was the conference chair for four Comdex conferences focusing on business executives at medium-to-large sized enterprises, has contributed to and written over 100 articles and given over 250 speeches on e-commerce and business, and has prognosticated and published an annual top 10 business trends since 1998.

He is often called upon for his strategic expertise and big picture thinking as well as his extensive business network, particularly in Silicon Valley.

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Getting "#CROWDSOURCING tweet Book01"

(http://www.happyabout.com/thinkaha/crowdsourcingtweet01.php)

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http://www.happyabout.com/thinkaha/crowdsourcingtweet01.php
or at other online and physical book stores.

Please contact us for quantity discounts **sales@happyabout.info** or to be informed about upcoming titles
bookupdate@happyabout.info or phone (408-257-3000).

#CROWDSOURCING
TWEET BOOK 01

Crowdsourcing is the Quickest and Most Efficient Way to Create a Truly Valuable Book

"This concise and powerfully practical book provides provocative answers to questions on the minds of every business leader today: 'How can I generate innovative ideas that power growth?', 'How can I tap into the power of social networks?', and 'How can I use leverage to get more done for less?' You will thank Shankar and Levy for their insights."
Richard Bravman, Chairman, Intelleflex Corporation

"If you have struggled to keep up with all the new techniques that leverage the Internet, this is one you don't want to miss. After my fifteen minute easily digestible read of this book by Shankar and Levy, I learned all about the benefits and ease of using this concept to drive thought leadership."
Peter Ostrow, Former New York Times Executive and CEO, Technical Communities

"Business leaders, take note: #CROWDSOURCING tweet is a must-read for navigating today's always-connected, social-everything economy."
Sabrina Horn, President and CEO, Horn Group Inc.

" #CROWDSOURCING tweet harnesses the power of social media to provide a holistic definition of crowdsourcing – and it's a lighthearted read! This co-created project is a must-read for anyone wanting a comprehensive (and thought provoking) take on this disruptive trend."
Philip Letts, Founder and CEO, blur Group™

"Crowdsourcing has become mainstream. Shankar and Levy have distilled their accumulated experience probably a hundred times to give you 140 bite-sized nuggets. Very easy to read. Very hard to forget."
Bastin Gerald, Founder and CEO, Apptivo

Kiruba Shankar (@Kiruba)
CEO of Business Blogging and Director of Fgive Technologies, professional podcaster and blogger, authors books that elucidate and opine on cutting-edge business strategies.

Corporate visionary, acclaimed speaker, prolific business writer, and CEO of publishing house Happy About®, *Mitchell Levy (@happyabout)* finds himself frequently called upon for his strategic expertise, big picture thinking, and extensive business networks.