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# Crowdstorm: The Future Of Innovation, Ideas, And Problem Solving



## Synopsis

A practical guide to tapping into the abundant ideas and talent outside your organization. Successful organizations are constantly searching for new ideas. Historically, organizations have looked to their employees and select partners. They have used techniques like brainstorming to gather and evaluate ideas. However, in today's market, talent and new ideas can be found everywhere. The Internet has enabled organizations to greatly expand their searches far beyond their four walls. Instead of ten or one hundred people, organizations from startups to Fortune 500 firms can work with thousands or tens of thousands to discover and assess many, many more ideas (as well as prototypes, partners and people). We call this Crowdstorming. But how do you organize so many people and ideas to get the best results? Our goal is to help our readers make Crowdstorming work; to help more organizations engage with people far beyond their organizational borders, to find better ideas, solutions, talent and partners so we can address some of our most challenging problems -- not just for the sake of business, but for our society, too. Shaun Abrahamson has spent more than a decade as an early stage investor and advisor partnering with leading startups and global organizations to identify, create and launch new businesses enabled by newly possible relationships with customers and experts. Peter Ryder is the former President of Jovoto and has broad experience as a consultant helping organizations improve their business through the use of new technologies. Bastian Unterberg is the founder and CEO of Jovoto, a Berlin and NYC based firm that organizes a 40,000 person strong creative community to work with global brands on problems ranging from new product design to sustainable architecture.

## Book Information

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## Customer Reviews

The first remark is obvious for someone like me, asked to carefully think about terms before using them: why crowdstorm??? I understand that it's an adaptation of Alex Osborn's brainstorming concept, and that it describes "finding the best ideas by brainstorming at internet scale", but I'm not sure why it is necessary to introduce this new term. After briefly presenting how crowdsourcing (yes, the original term) can deliver value, the authors explain the focus of their book as follows: "We are interested in a particular type of work - the generation and evaluation of ideas [from] short text descriptions like the ones you might find in a suggestion box, to complex prototypes" But still, there has been so much literature about crowdsourcing that I can't figure out how using such a similar yet different word can make sense. There's also an existing social shopping site called Crowdstorm ("Impartial buying advice from a crowd of trusted experts"), which makes the choice of the name even more surprising. I guess the choice of crowdstorm and crowdstorming are a matter of branding, and that's fine since it doesn't hinder us to understand the rest of the book. It's just puzzling for someone like me, who tends to use and adapt existing references (like "creative crowdsourcing") rather than create new terms. Anyway, the authors highlight early in the book that "for those who have worked with crowdsourcing, open innovation, cocreation (sic), or mass collaboration, the benefits [or crowdstorming] are already familiar.

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