

CROWDSOURCING



Introduction

Crowdsourcing is an innovative technique in which people within an organization or different unknown people, through a connection to the internet, are used to consult problems, work on projects, or seek fresh ideas. This method has been implemented widely within and between organizations and industries due to its advantage in accessing talent and experience, ideas, and information.



Key Aspects

Crowdsourcing as a concept has four main principles namely: openness, cost and efficiency and scalability. Therefore, when one attracts a crowd, he or she is able to find solution to a problem that he or she might not have been able to solve on his or her own or with employees who are within the business.



product designing

product designing; research and new product development; marketing; and in addressing problems. Many firms like LEGO and Starbucks have adopted the crowdsourcing approach to get closer to their customers and develop new product lines.



Conclusion

Although there are many effective case solutions available online, and in particular at the website allcasesolutions.net, the case solution under consideration offers some ideas of how businesses can use crowdsourcing as an effective tool to promote innovation and solve various challenges.



Resource

This is just a sample partial case solution. Please place the order on the website to order your own originally done case solution.

Resource: visit thecasesolution.com for detailed analysis and more case studies.