



Crowdsourcing: Why the Power of the Crowd Is Driving the Future of Business

Jeff Howe

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Why does Procter & Gamble repeatedly call on enthusiastic amateurs to solve scientific and technical challenges? How can companies as diverse as iStockphoto and Threadless employ just a handful of people, yet generate millions of dollars in revenue every year?

"Crowdsourcing" is how the power of the many can be leveraged to accomplish feats that were once the responsibility of a specialized few. Jeff Howe reveals that the crowd is more than wise—it's talented, creative, and stunningly productive. It's also a perfect meritocracy, where age, gender, race, education, and job history no longer matter; the quality of the work is all that counts. If you can perform the service, design the product, or solve the problem, you've got the job.

But crowdsourcing has also triggered a dramatic shift in the way work is organized, talent is employed, research is conducted, and products are made and marketed. As the crowd comes to supplant traditional forms of labor, pain and disruption are inevitable, and Howe delves into both the positive and negative consequences of this intriguing phenomenon. Through extensive reporting from the front lines of this workplace revolution, he employs a brilliant array of stories to look at the economic, cultural, business, and political implications of crowdsourcing.

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