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*Harald Reil*

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# Crowd Sourcing: Wer für andere denkt, ist kreativer (German Edition)

*Harald Reil*

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Wer die Masse hinter sich hat, hat die Macht. Wie sich dieses urdemokratische Prinzip dank der digitalen Revolution bestens bewährt, haben die jüngsten Entwicklungen in Ägypten gezeigt. Crowd Sourcing wird aber auch für Firmen immer wichtiger. Sie profitieren von der Meinung der Vielen bei der Entwicklung neuer Produkte oder der Verbesserung von Dienstleistungen. Doch auch die Verbraucher sind auf der Gewinnerseite: Sie können Wünsche diktieren und so Unternehmen direkt beeinflussen.

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