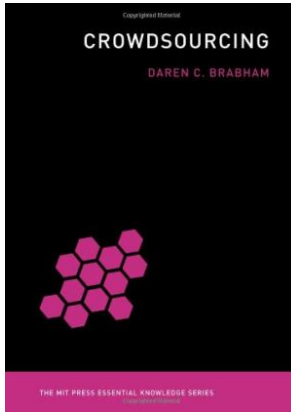


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## CROWDSOURCING



MIT Press Ltd. Paperback. Book Condition: new. BRAND NEW, Crowdsourcing, Daren C. Brabham, Ever since the term "crowdsourcing" was coined in 2006 by Wired writer Jeff Howe, group activities ranging from the creation of the Oxford English Dictionary to the choosing of new colors for M&Ms have been labeled with this most buzz-generating of media buzzwords. In this accessible but authoritative account, grounded in the empirical literature, Daren Brabham explains what crowdsourcing is, what it is not, and how it...

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