

[Get free] Coolfarming: Turn Your Great Idea into the Next Big Thing

Coolfarming: Turn Your Great Idea into the Next Big Thing

Peter GLOOR

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Peter GLOOR : Coolfarming: Turn Your Great Idea into the Next Big Thing before purchasing it in order to gauge whether or not it would be worth my time, and all praised Coolfarming: Turn Your Great Idea into the Next Big Thing:

0 of 0 people found the following review helpful. Excellent BookBy L. RabeloExcellent book.0 of 1 people found the following review helpful. Wonderful bookBy NickI have received this book and enjoyed reading. I further downloaded the software it was mentioned working on it. Wonderful book! I advise you all to get it and read it.3 of 3 people found the following review helpful. A Look At How Big Ideas GrowBy John ChancellorEveryone dreams of coming up with the next big idea that catches on and spreads like wildfire. But our dreams are often based on fantasy - of doing it all by ourselves. Peter Gloor, the author of Coolfarming, has written a very compelling case that clearly demonstrates that is not how it works in the real world. He describes the process of ideas going from the thought stage to the successful development stage as Coolfarming.The stages of Coolfarming are:The creator comes up with a cool idea.The creator recruits additional members to form a Collaborative Innovation Network (a COIN).The COIN grows

into a Collaborative Learning Network (CLN) by adding friends and family. Outsiders join, forming a Collaborative Interest Network (CIN). There is a big difference between ideas developed in a command and control environment and a Coolfarming environment. "Coolfarming is a decentralized self-organizing process where each member of the COIN knows what he has to do." There are plenty of examples of Coolfarming successes. Probably the best known are Wikipedia and Linux. There is no question that command and control styles of management are fading away. Most innovation in the future will be by decentralized self-organized groups. The ability to connect using the Internet has allowed this type of innovation to flourish. While the stated purpose of the book is to trace how big ideas catch hold and grow, there is a strong underlying theme to this book. The social structure is changing. "But the time of the regal leaders is over. To succeed in today's far more open and transparent economy, neither overpowering egos or narrow skills as a lawyer or turnaround expert lead to success. It is the combination of far-reaching vision combined with humility, modesty, personal warmth, and approachability." The book is as much about our changing social/work structure as it is about the specifics of bringing new ideas to the market. For new ideas to take root and grow, there must be a new approach - Coolfarming. Coolfarmers are a new breed. "They understand that the best way to reach their personal goals is to put the goals of the swarm ahead of their own interest because, in the end, it will also be most beneficial for each individual member of the swarm, too." The book is important because it takes a very realistic look at the changing social structure. My only complaint about the book was the author used the acronyms COIN, CLN, and CIN very frequently and I had to keep referring back to what they meant. I understand the goal to coin unique terms, but I felt the unique terms detracted from the core message. No matter what term you choose to use, we will continue to more collaborative efforts. Wikipedia and Linux have shown what can happen when people collaborate. We are on this path and we cannot nor should we even consider turning back. So this book is a very valuable resource to get the reader up to speed on the changes taking place.

Whether you're an entrepreneur or a business leader, what you want most is to be at the head of the pack with the latest, hottest consumer enthusiasm: a product or service that comes across as brilliant, original, and hip; the kind of thing that not only seems cool in and of itself, but makes the lucky consumer who uses it feel cool. "Coolhunting" refers to the process of seeking out and finding the latest trends. Now Coolfarming shows you how to dig deeper and become a part of the initial development phase of what will be the next hot phenomenon, converting creative dreams into cool products by enlisting the help of dedicated and passionate collaborators. You'll learn how to nurture your own Collaborative Innovation Network (COIN), a group of intrinsically motivated people assembled around a common vision. COINs are not new. They have long been found swarming around the genesis of new ideas. An earlier example of a successful COIN was Menlo Park, the research lab where Thomas Edison assembled other creative geniuses responsible for "hot new ideas" such as air conditioning and the light bulb. The rapidly expanding uses of social networking and Google's exponential, innovation-driven growth are other, more current examples. In Coolfarming, you'll discover how to grow your own trends by creating an environment where COINs flourish; then—once a product has become established—extend the creative pool into a Collaborative Learning Network, or CLN, whereby a targeted group of interested people are brought in to learn the basics of the product, make suggestions for improvements, point out deficiencies, and push the idea forward. When this feedback gets incorporated, things get really interesting, expanding the process further outward to a Collaborative Interest Network (CIN) that encompasses thousands or even millions of users, building what hopefully turns into a loyal fan base—and virtually guaranteeing the success of the idea. Featuring real-life examples from Linux to the Twilight series, from Procter Gamble to Apple, Coolfarming lets you in on the practical, step-by-step processes that will allow you to successfully cultivate the kind of swarm creativity that generates hot new trends. . . and then push them over the tipping point to commercial success.

"...offers inspiration for individuals anxious to turn ideas into products and dreams into reality...puts the process of product development into a contemporary context...valuable resource for any budding entrepreneur." --ForeWord From the Inside Flap What exactly is the "magic of cool"? What makes products like the iPhone cool? (Or, in its own day, the phonograph?) And what if you could make your own ideas cool? What if you could even turn them into the next big thing? Whether you're an entrepreneur or a business leader, what you want most is to be at the head of the pack with the latest, hottest consumer enthusiasm: a product or service that comes across as brilliant, original, and hip; the kind of thing that not only seems cool in and of itself, but makes the lucky consumer who uses it feel cool. Building on the ideas found in the groundbreaking book Coolhunting, consumer trend expert Peter Gloor's Coolfarming moves beyond simply hunting for the latest hot ideas that are already happening and shows you how to get the "next big idea" off the ground for yourself or your company by nurturing innovative, cutting-edge ideas from the ground up. "Coolhunting" refers to the process of seeking out and finding the latest trends. Now Coolfarming shows you how to dig deeper and become a part of the initial development phase of what will be the next hot phenomenon, converting creative dreams into cool products by enlisting the help of dedicated and passionate collaborators. You'll learn how to nurture your own

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