

CONTENTS

INTRODUCTION

The Dawn of the Human Network 1

SECTION I • HOW WE GOT HERE

1 • THE RISE OF THE AMATEUR

Fueling the Crowdsourcing Engine 23

2 • FROM SO SIMPLE A BEGINNING

Drawing the Blueprint for Crowdsourcing 47

3 • FASTER, CHEAPER, SMARTER, EASIER

Democratizing the Means of Production 71

4 • THE RISE AND FALL OF THE FIRM

Turning Community into Commerce 98

SECTION II • WHERE WE ARE

5 • THE MOST UNIVERSAL QUALITY

Why Diversity Trumps Ability 131

6 • WHAT THE CROWD KNOWS

Collective Intelligence in Action 146

7 • WHAT THE CROWD CREATES	
<i>How the 1 Percent Is Changing the Way Work Gets Done</i>	177
8 • WHAT THE CROWD THINKS	
<i>How the 10 Percent Filters the Wheat from the Chaff</i>	223
9 • WHAT THE CROWD FUNDS	
<i>Reinventing Finance, Ten Bucks at a Time</i>	247
SECTION III • WHERE WE'RE GOING	
10 • TOMORROW'S CROWD	
<i>The Age of the Digital Native</i>	261
11 • CONCLUSION	
<i>The Rules of Crowdsourcing</i>	278
<i>Notes</i>	289
<i>Acknowledgments</i>	300
<i>Index</i>	303
<i>Crowdsourcing the Cover</i>	311