



Mindsharing: The Art of Crowdsourcing Everything

Lior Zoref

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Whether we need to make better financial choices, find the love of our life, or transform our career, crowdsourcing is the key to making quicker, wiser, more objective decisions. But few of us even come close to tapping the full potential of our online personal networks. Lior Zoref offers proven guidelines for applying what he calls "mind sharing" in new ways. For instance, he shows how a mother's Facebook update saved the life of a four-year-old boy, and how a manager used LinkedIn to create a year's worth of market research in less than a day. Zoref's clients are using his techniques to innovate and problem-solve in record time. Now he reveals how crowdsourcing has the ability to supercharge our thinking and upgrade every aspect of our lives.



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