We have collected some of the most important crowdsourcing quotes for you as well as some we hope you might not know yet.

Jeff Howe  
Professor at the Northeastern University and Founder of the Expression „Crowdsourcing”

“Crowdsourcing is the act of taking a job traditionally performed by a designated agent (usually an employee) and outsourcing it to an undefined, generally large group of people in the form of an open call.”

“Crowdsourcing is the process by which the power of the many can be leveraged to accomplish feats that were once the province of a specialized few.”

Peter LaMotte  
President of GeniusRocket

“Memo to Crowdsourcing: Grow Up!”

Henry Ford  
Founder of the Ford Motor Company

“If I had asked people what they wanted, they would have said faster horses.”

Yves Béhar  
Founder of fuseproject and COO at Jawbone

“Participation is the new brand loyalty.”
Debbie Weinstein  
Senior Director for Social Media Innovation at Unilever

"We need to remember that they aren’t actually fans, that is just what Facebook calls them, they are often just people that have been recruited by competitions and they aren’t really engaged. Now we are using social media to feed into innovation and research and development."

Johann Wolfgang von Goethe  
Author and Artist

“There occurs the beautiful feeling that only humanity together is the true human being, and that the individual can be cheerful and happy only if he has the courage to feel himself in the Whole."

John F. Kennedy  
President of the United States of America 1961-1963 during his inauguration address January 20th 1961

“And so, my fellow Americans: ask not what your country can do for you – ask what you can do for your country"

Claudia Pelzer  
Founder of CrowdsourcingBlog.de and Workgeist.com

“... companies will adopt more of a gatekeeper function in the future whereas parts of the results will come from the crowd as a long tail of knowledge and skills.”

Ross Dawson  
Author

“While many think that crowdsourcing is about cheap labor, there are many crowdsourcing models that are based on tapping a pool of the most talented people in the world, trumping any organization that relies only on their staff."

Doug Williams  
Chief Research Officer and Principal Analyst at Innovation Excellence

“Crowdsourcing is the act of involving consumers directly, and in some cases repeatedly, in the product creation or innovation process. Companies engage with consumers on initial product concepts and ideas, and they use consumers as a resource throughout the product development life cycle.”

Don Tapscott  
Business Executive, Author, Consultant and Speaker

“To me, this is not an information age. It’s an age of networked intelligence, it’s an age of vast promise.”

Paul Sloane  
Author of “A Guide to Open Innovation and Crowdsourcing"

“People outside should be seen as part of your system rather than customers or complainers. They are people who work with you. You have to be transparent and more open. If you have the culture in place and the process is in place, then you can succeed.”

David Skerrett  
Head of Social and Mobile Euro RSCG 4D

“Co-creation projects are a wonderful mix of market research and marketing. It’s a virtuous circle whereby the brief fulfills consumers, enabling them to express their creativity, and the brand from content that we can celebrate and gain insights from, and potentially even use as part of our communication materials.”

François Pétavy  
Global CEO of eYeka

“(…) involving external, creative, decentralized points of view provides clients with consumer
rooted collective intelligence, which is now critical as markets become even more globalized and as marketers need to intimately connect to consumers’ unmet needs, faster than ever.”

Coimbatore K. Prahalad & Venkat Ramaswamy
Authors of “The Future of Competition: Co-Creating Unique Value with Customers”

“(…) an active, creative and social process based on collaboration between producers and users, initiated by the firm to generate value for customers.”

Henk van Ess
Author and Independent Media Consultant

“Crowdsourcing is channeling the experts’ desire to solve a problem and then freely share the answer with everyone.”

Matias Roskos
Blogger, Author, Senior-Community Manager at ProSiebenSat1 GmbH

“The human being and the communication between human beings is the center of social media. That means: two-sided, transparent and honest communication. NO entertainment channel and NO advertising space!”

Yochai Benkler
Professor at Harvard Law Business School and Author of "The Wealth of Networks"

“(…) the world is becoming too fast, too complex and too networked for any company to have all the answers inside.”
innosabi offers software and services for collaborative innovation management and crowdsourcing.

We help our clients to engage passionate customers in the creation of new products and services. This is how they can strengthen brand loyalty, increase revenue and react on trends faster.

We create and develop virtual places, recruit the right participants and transfer that dialogue into new product- and service concepts.

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These companies trust our crowdsourcing competence: