

CONTENTS

Introduction	v
Chapter 1 First, Some Context	1
Chapter 2 Intellectual Property, Confidentiality, and Brands	21
Chapter 3 Ask the Right Question	41
Chapter 4 Fair Incentives to Motivate	59
Chapter 5 Build the Coalition	81
Chapter 6 Recruit the Best Participants	103
Chapter 7 Manage Communities to Facilitate Great Outcomes	121
Chapter 8 Understand Participant Contributions	145
Chapter 9 Reign in the Tyranny of Ideas	161
Chapter 10 Choose the Right Online Space	181
Chapter 11 Meta	199
Acknowledgments	209
Notes	211
Index	221