

**CROWDSOURCING YOUR BRAND: HOW TO TAP
CUSTOMER DESIRE (FT PRESS DELIVERS ELEMENTS)**

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This Element is an excerpt from We Are Smarter Than Me: How to Unleash the Power of Crowds in Your Business () by Barry Libert and Jon.

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Crowdsourcing Your Sales Let Your Customers Sell Themselves (and the Power of Crowds in Your Business ()) by Barry Libert and Jon Spector. FT Press Delivers Elements - How to Tap Customer Desire: Crowdsourcing.

approach i.e. engaging the Social Media as direct marketing and PR Finally the paper identifies future research directions around this new element of the marketing landscape . Media marketing resulted in new business partnerships and 45% of the firms customers by delivering high quality products and services.

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