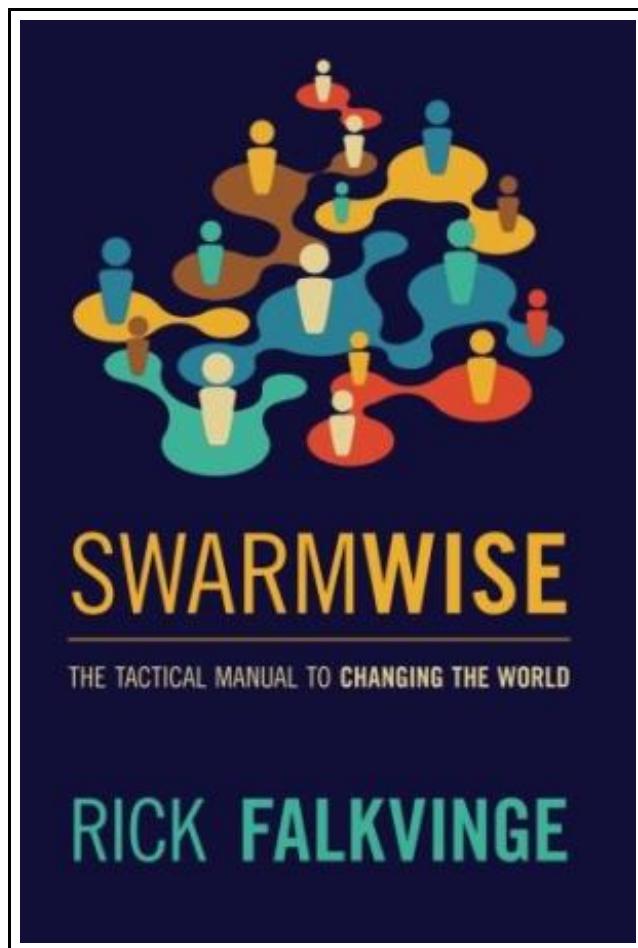


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Createspace Independent Publishing Platform, United States, 2013. Paperback. Book Condition: New. 226 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. Swarmwise (2013) is a tactical guide to changing the world using cost-efficient swarm methodology. It is a leadership handbook that outlines how the Swedish Pirate Party was able to beat the political competition on less than one percent of their budget, and shows how any cash- and time-strapped executive or manager can use swarm methodologies, whether the goal is business, social, or political. That organization, founded by one man without resources, has now spread to over 70 countries using the same cost-efficient swarm methods. Swarmwise will tell you what it takes to found a swarm of volunteers, to organize and energize it, and to lead it to success. The book doesn't go into theoretical detail, psychology, or deep research papers. Rather, it is very hands-on leadership advice from pure experience - it covers everything from how you give instructions to new marketing assistants or activists about handing out flyers in the street, up to and including how you communicate with TV stations and organize hundreds of thousands of people in a coherent swarm. Above all, it focuses on the cost-efficiency of the swarm structure, and is a tactical instruction manual for anybody who wants to dropkick their competition completely - no matter whether their game is business, social, or political. A chapter overview of Swarmwise: Chapter 1 - Understanding the Swarm deals with the basic concepts of a swarm organization, and explains why the swarm is open and transparent. It introduces the concept of a cost-efficiency advantage of two orders of magnitude. In Chapter 2 - Launching Your Swarm, we learn that the published project plan must be tangible, credible, inclusive, and epic, and...

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