

The Wisdom of Crowds

by James Surowiecki

reviewed by J.D. Cunningham

Kaizen methodology is fundamentally about knowing that the wisdom of many is better than the brilliance of one. This book reinforces what we all know is true...developing solutions for problems faced each and every day in our business life is a “team sport”. The best solutions and easier implementation comes when we do it together. The part about how scientists shared their data regarding SARS and how it operated led to solutions much faster. The learning point is that if we open the data to everyone, you’ll get a better solution than if you go it alone. Surowiecki continually emphasizes that the science of crowds suggests that you must deliver factual data , then make sure they aren’t influenced through discussion. In order to find true cause the team must be willing to focus on data...not conjecture and rumor. **Finally: “The idea of the wisdom of the crowds is not that a group will always give you the right answer but that on average it will consistently come up with a better answer than any individual will provide.” (p235)**

A NEW YORK TIMES BUSINESS BESTSELLER

“As entertaining and thought-provoking as *The Tipping Point* by Malcolm Gladwell. . . . *The Wisdom of Crowds* ranges far and wide.”
—*The Boston Globe*

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WITH A NEW AFTERWORD BY THE AUTHOR

