



2011 Business Book Club: New & Noteworthy Books for the Green Industry

Title: The Wisdom of Crowds

Author: James Surowiecki

Review by: Tim Kane • Prides Corner Farm • Lebanon, CT

E-Mail: tkane@pridescorner.com Phone: (860)234-0350

Please use a five-star rating system (1=lowest; 5=highest). Simply darken, or circle, the stars to indicate your rating and add your comments.

Notability ☆ ☆ ☆ ☆ ☆

Readability ☆ ☆ ☆ ☆ ☆

Takeaways ☆ ☆ ☆ ☆ ☆

Innovation ☆ ☆ ☆ ☆ ☆

Shelf Life ☆ ☆ ☆ ☆ ☆

My top 3 takeaways:

- Diverse large groups almost always render more accurate decisions than homogenous small groups or individuals
- The more power a single individual has to make decisions in an organization, the more likely that decision will be wrong
- The use of consumer groups to decide product direction in our industry is rarely used but could have a significant impact

How I plan to put the new ideas to work: Continue to allow more people to be involved in making decisions that impact them and their jobs at Prides Corner and look to see how we can take advantage of 'consumer wisdom' more at work and in our industry