Pick Your Fave for the People’s Choice Award

The second annual SPIKE Awards are less than one week away! The winners will be announced on Tuesday, October 18th during the Social Product Innovation Summit. The SPIKE Awards salute the latest and greatest use of social strategies, processes and supporting technologies to improve innovation and product development. This year’s nominees have proven that social media is more than just a forum for status updates or a way to keep tabs on your favorite celebrities; these true innovators are shining examples of how to leverage Social Product Innovation across the product lifecycle.

The SPIKE Awards Finalists

- CPG: Diamond Candles, Glaceau Vitamin Water
- Life Sciences: Prize4Life, HopeLab
- Manufacturing/Other: Madison Electric Products, General Electric
- Technology: CDC Software, Cisco Systems

Voting for the SPIKE Awards People’s Choice closes Friday, October 14. Don’t miss out on the opportunity to make your voice heard - visit http://spikeawards.com to cast your vote today!

While you're at it, make sure you register for the....

Social Product Innovation Summit 2011

Not only will you find out the winners of the 2011 SPIKE Awards at this interactive virtual conference, you’ll also discover a forum for experts, users and peers to discuss leading practices for Social Product Innovation. The free, four-hour event will feature presentations from Jim Brown (Tech-Clarity), Bill Poston (Kalypso), Braden Kelley (InnovationExcellence), and David Feinleib (investor and entrepreneur). To register, visit http://spikesummit.com. We’ll see you there!

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What's your view? Add your question or comment