"Allow me to lay down the gauntlet to put your company to the test. My good, wicked-smart friends at Kalypso have issued a challenge for all of you product development companies out there… a competition, in fact. Allow me to introduce you to the first annual Spike Awards to recognize the best use of social media and social computing to improve innovation, product development and product management. Spike Awards will be given to companies in four categories: Technology, Life Sciences, CPG, and Manufacturing. Nominees will be measured on the quality of their responses and how creative their social media solution was in solving the business problem. So, put your money where your mouth is and submit your entry today -- nominations must be in by Friday, September 3, 2010."

Are you up for the challenge?! Read the complete blog post at http://www.planview.com/product-pulse-blog/comments/social-media-spike-awards/. Thanks, Carrie!

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What's your view? Add your question or comment
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Jenna is a Pearl Jam fan, CrossFitter and dog lover.