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## Guru Answers to Help Plan Projects and Solve Outsourcing Issues

*Experience of Global Freelance Community Tapped for Free Project Tips and Outsourcing Support;  
Member Data to Validate Worth of Answers Offered*

**Pittsburgh, PA – January 28, 2010 – [Guru.com](http://Guru.com)** – the world's largest online services marketplace – introduced a social media-based tool designed to aid businesses with the due diligence, management, and staffing of projects outsourced to internet-based Freelance workers. By uniquely leveraging the collective knowledge and verifiable performance data of its more than one million global users, **[Guru Answers](#)** is among the first scalable networks tailored specifically to the task of providing the public with **insight on project solutions** and **proven guidance on outsourcing problems**.

"The time has come for the global business community to work together on fostering new project staffing solutions," said Inder Guglani, CEO and Founder for Guru.com. "With **[Guru Answers](#)**, businesses everywhere can access a global network of experts in **more than 220 areas of professional specialization** for advice that **streamlines their research for projects**. Additionally, the reputation and experience of each Freelance expert can be confirmed against profile details and unbiased performance statistics so that the Answers offered can be properly assessed."

A resource for sharing information, help and answers on everything related to Freelance outsourcing, **[Guru Answers](#)** consists of two main, question-and-answer-style forum groups: **Project Research** and **Outsourcing Advice**. **[Project Research](#)** offers a venue for businesses to seek skill-based perspectives on all aspects of their emerging projects to better weigh options and set priorities. The **[Outsourcing Advice](#)** forums are organized by topics that address the most frequently asked questions businesses have about how to hire, work with and pay online Freelance-based service providers. Together, the two sections allow businesses to define and evolve a personal approach to **strategic project outsourcing** that assures the maximum gains in efficiency and success.

Visitors to **[Guru Answers](#)** may **[post questions and subscribe to topics](#)** to receive Answers provided by top skilled Freelancers located everywhere in the world. All Answers submitted are linked to the **[Guru.com](#)** profile of the member offering advice; profile details - such as a Quality Score, Rank, Feedback comments and site usage statistics - provide helpful context for evaluating the trustworthiness of the Answers offered. The **[Guru.com](#)** website provides **[suggestions for the best use of Project Research](#)** as well as **[tips for leveraging the Outsourcing Advice](#)** forums. Participation in **[Guru Answers](#)** is free of charge.

**[Guru Answers](#)** was **first introduced** to **[Guru.com](#)**'s registered members on December 19, 2009. The online interactions have been increasing daily. The company plans to roll-out additional features, including a Freelance Outsourcing blog, in Spring 2010.

Guglani concluded, "By posting some simple **project questions** to the **[Guru Answers](#)** community, businesses can quickly gain **project planning tips** and **basic outsourcing training** from the proven experts who work on outsourced projects regularly. **[Guru Answers](#)** ultimately aims to help businesses find greater confidence in their **outsourcing management** so they can best maximize both project investments and overall staffing returns."

### About **[Guru.com](#)**:

**[Guru.com](#)** ([www.guru.com](http://www.guru.com)) is the world's largest online marketplace for freelance talent. Created in 1998, **[Guru.com](#)**'s web-based marketplace directly connects businesses with freelancers locally, nationally, or globally who specialize in over 160 professional categories including the following: website design, programming, graphic design, business consulting, and administrative support. Employers seeking professional expertise get quotes from freelancers on their contract work for free. Freelancers seeking work either register as a free (Basic) member or a subscribing (Guru) member.

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