



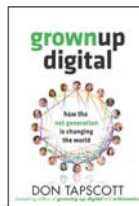
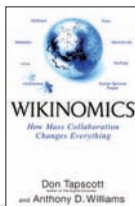
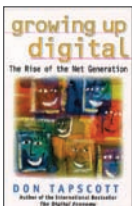
In the face of an economic crisis this transformative, hunkering down may be necessary, but it is not sufficient. Now is the time for fresh thinking and innovation.

Don Tapscott

□ Thought leader regarding the strategic impact of information technology on innovation, marketing and talent. Author of *Grown Up Digital* and *Wikinomics*. □

Consistently identifies the next business imperatives driven by technology and defines the business models and strategies required for success. Unique perspective on the global economic crisis; valuable insights on turning it into strategic advantage. Expert on the Net Generation and author of *Grown Up Digital*. Twelve other books, including the best-selling *Wikinomics*.

Chairman, nGenera Insight.
Adjunct Professor of Management,
University of Toronto.



Customers often describe Don as the most effective speaker they have ever had.

Ahead of the Curve

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Highlights

Don Tapscott is an internationally authority regarding the strategic impact of information technology on **innovation, marketing and talent**. Don consistently identifies and explains **the next business imperatives** and defines the business models and strategies required for success. These imperatives include:

- ✦ a bold and creative **response for growth in the global economic crisis**: how new media, the new economy and a new generation of digital natives are driving change and opening opportunity, even in the face of the current recession;
- ✦ the social and business impact of **the Net Generation**: how the first generation to grow up with the Internet is transforming the workplace, the marketplace, schools, family and government, and how business can turn the NetGeners' talents and worldview into **competitive advantage**;
- ✦ the **strategic value of information technology**: how wikinomics, mass collaboration and business 2.0 are **the future for innovation** and growth.

Don has authored or coauthored **thirteen widely read books** on technology, business and the Net Generation. His most recent book, *Grown Up Digital: How the Net Generation is Changing the World*, explores how the Net Generation learns and works and what power and influence they hold. Based on in-depth research, *Grown Up Digital* builds on his earlier book *Growing Up Digital*.

Don's previous book—*Wikinomics: How Mass Collaboration Changes Everything*—is an international bestseller, has appeared on the *New York Times* and *Business-Week* bestseller lists, and has been translated into 20 languages. He once again is teaming up with Anthony Williams to write the forthcoming *Macrowikinomics: Rebooting Business and the World* (due Sept. 2010).

Don is Chairman of the think tank nGenera Insight and an Adjunct Professor of Management at the Joseph L. Rotman School of Management, University of Toronto.

Wikinomics

□ *Tap the full potential of the networked economy and its self-organized, mass-participatory communities.* □



Wikinomics is the first book to truly come to grips with the most profound change in corporate architecture, strategy and management in a century. The Web is being reinvented to provide the first global platform for collaboration in history. Firms that know how to engage this dynamic, self-organizing ecosystem of partners will exel in ways that their competitors will not be able to match. Based on one of the largest investigations of strategy and management to date, a new edition of the book was released in April 2008.



Grown Up Digital

□ *How the Net Generation is changing business, society and democracy.* □

In this follow-up to his landmark bestseller, *Growing Up Digital*, Don Tapscott revisits the Net Generation as its oldest members turn 30, as they enter the workforce and marketplace and establish their roles. Using research from a \$4 million research project, he reveals how they learn, how they work, and how their power and influence will affect business and society.

Credentials

- Chairman, nGenera Insight
- Adjunct Professor of Management, Joseph L. Rotman School of Management, University of Toronto
- Fellow, the World Economic Forum