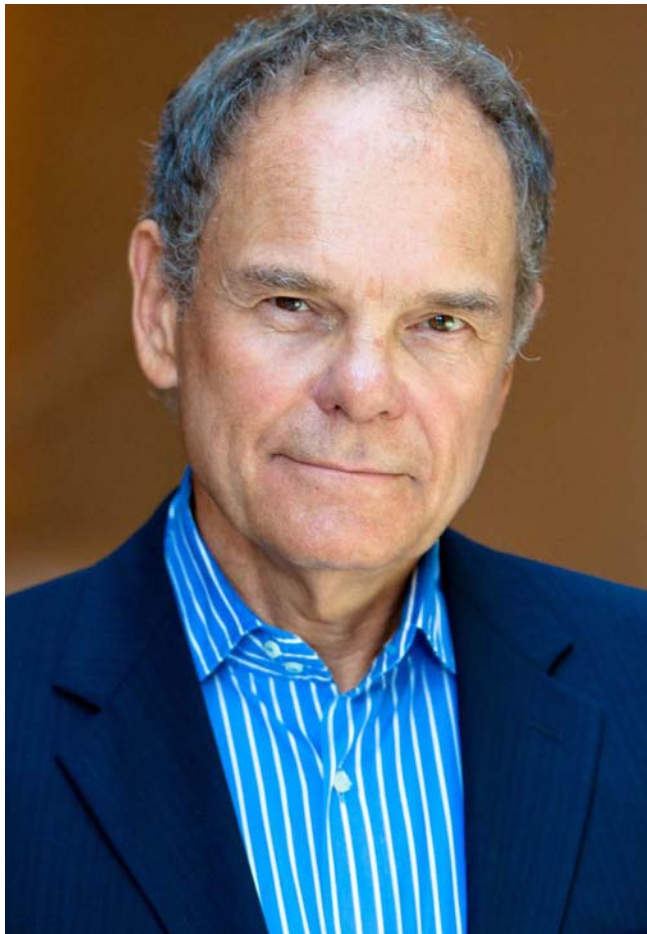


**We believe the world has reached a critical turning point: reboot all the old models, approaches, and structures or risk institutional paralysis or even collapse.**



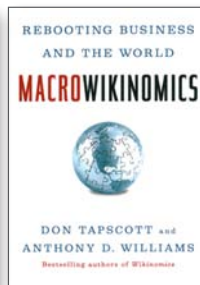
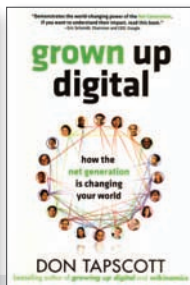
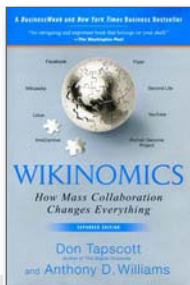
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## Don Tapscott

Thought leader on the strategic value and impact of information technology. □

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 coauthor of *MacroWikinomics*. Thirteen other books, including the best-selling *Wikinomics*.

Coauthor of *MacroWikinomics* and *Wikinomics*. Author of *Grown Up Digital*.



Ahead of the Curve

*“A masterpiece. An iconic and defining book for our time. [...] Technology has shrunk the world so we can grow it anew. And the seeds are all in here.”*

~ *Mark Parker, CEO of Nike, on Macrowikinomics*

## Highlights

All over the world, in every sector of the economy, from enterprise to government, old models of success are breaking down. The old top-down approaches are giving way to a new bottom-up approach: newspapers, media, crisis relief, energy, science, education, government, and health care are all being transformed around the web and **a new generation of interconnected individuals** who want to shape the world they live in. This isn't just a tweak to the old model: it's a wholesale **reboot**.

Don Tapscott is **the leading authority** on this shift. He's the co-author of the international bestseller *Wikinomics* and its even more ambitious successor, *Macrowikinomics*, as well as the generation-defining *Grown Up Digital*. He's an entrepreneur, an internationally sought consultant, the chairman of the innovation think tank Moxie Insight and an adjunct professor of Management at the University of Toronto's Joseph L. Rotman School of Management. On top of that, he's currently heading up four multi-million dollar research programs.

*An enthralling, brilliant and inspiring orator, Don is often described by customers as the most effective speaker they have ever had.*

Don's insights range from big-picture understandings of technology, business, and society to practical applications of new developments in IT. If you want to know how to **convert the latest technology into real profits**, Don's your man. If you're ready to re-imagine your business in the context of the **new connected marketplace**, he's right there with you. And if you want to understand the principles that any company or institution needs to adopt to make it in this brave new world, there's really no one better.

Don delivers these insights in an enthralling, brilliant and inspiring style that often has audiences saying he's **the most effective speaker they have ever had**. We're glad such a timely message has such a charismatic spokesperson. Don's ready to share his wisdom with you whenever you're ready – to enter the **world of tomorrow**.

### • Credentials

- Chairman, Moxie Insight
- Adjunct Professor of Management, Joseph L. Rotman School of Management, University of Toronto
- Fellow, the World Economic Forum
- Frequent writer for *The Huffington Post*, *The Wall Street Journal*, *Forbes*, *Business 2.0*, *The Financial Times*, *USA Today*
- Interviewed and quoted widely in the broadcast media including CNN, NBC, CBS, NPR, and the BBC
- Over 400 keynotes and presentations over the past five years