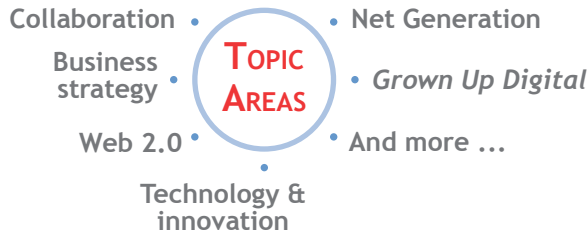
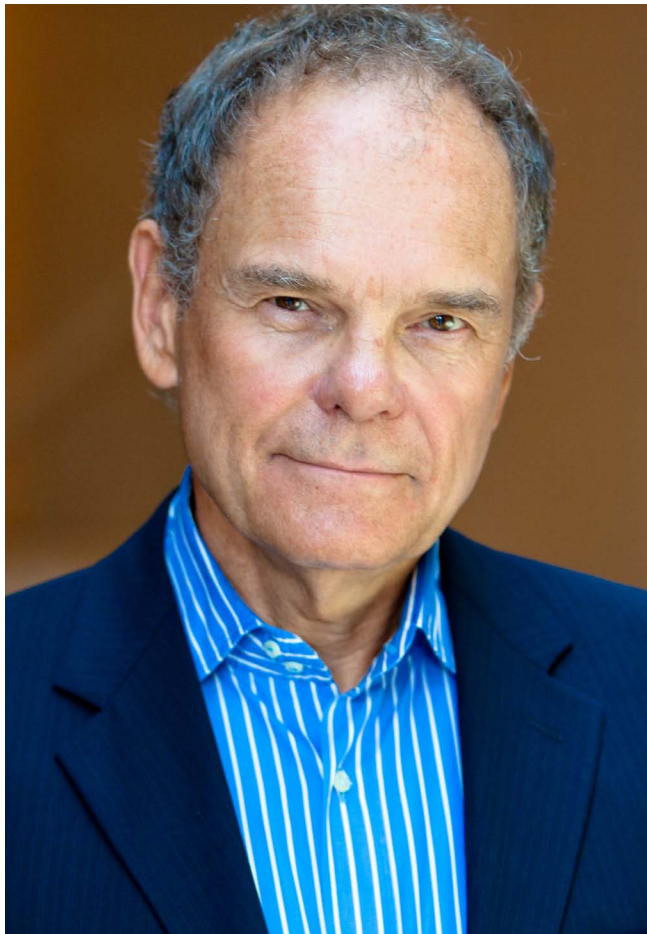




MacroWikinomics



**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.**



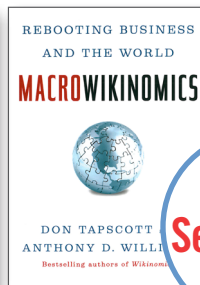
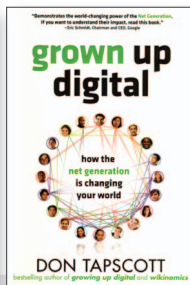
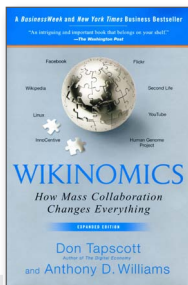
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## Don Tapscott

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 author of *Grown Up Digital*. Twelve other books, including the best-selling *Wikinomics*.

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



Due  
Sept. 2010

Ahead of the Curve

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# Don Tapscott

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

## Highlights

Don Tapscott is an internationally renowned authority on 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:

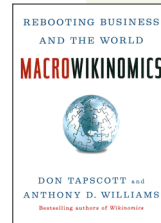
- a bold and creative response for growth in the global economic crisis: how new media, the new economy and a new generation of digital natives are driving change and opening opportunity, even in the face of the current recession;
- the social and business impact of the Net Generation: how the first 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, including, *Grown Up Digital: How the Net Generation is Changing the World* and *Wikinomics: How Mass Collaboration Changes Everything*—an international bestseller, appearing on the *New York Times* and *BusinessWeek* bestseller lists. *Wikinomics* 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 September 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.

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



## MacroWikinomics

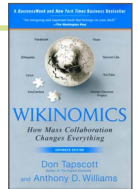
□ *How the current economic crisis is transforming society, business and markets, and where the opportunities are for thriving in the face of the downturn.* □

The global economic crisis is a wakeup call to the world: we need to rethink and rebuild many of the organizations and institutions that have served us well for decades, but now have come to the end of their life cycle. Don Tapscott has unique insight and bold proposals for how to transform these institutions to meet the challenges posed in the new century by new media, a new generation and a new economy.

## 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. Based on one of the largest investigations of strategy and management to date, a new edition of the book was released in April 2008.



## • Credentials

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

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