



## Wikinomics

By Don Tapscott, Anthony Williams

Atlantic Books. Paperback. Book Condition: new. BRAND NEW, Wikinomics, Don Tapscott, Anthony Williams, This book is an International Bestseller, an "Economist" Book of the Year, a "Financial Times" Book of the Year. It is shortlisted for the "Financial Times" Business Book of the Year. It is repackaged for paperback. "'Wikinomics' shows how businesses can collaborate creatively with their customers to succeed in the age of Wikipedia, YouTube and Linux: 'The Number 1 must-read. A breathtaking piece of work' - Tom Peters. The knowledge, resources, and computing power of billions of people are self-organizing into a massive new collective force. Interconnected and orchestrated through blogs, wikis, chat rooms, peer-to-peer networks, and personal broadcasting, the web is being reinvented to provide the first global platform for collaboration in history. Encouraging consumers, employees, suppliers, partners and competitors alike to share information and ideas, mass collaboration marks a profound change in the way business is conducted and radically alters the future of corporate architecture, strategy and management." Wikinomics" is the definitive investigation into how small businesses can achieve success by using a dynamic ecosystem of partners to co-create and peer-produce value in this newly-emerging, networked economy.



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