



# Grown Up Digital: How the Net Generation is Changing Your World

By Don Tapscott

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**Grown Up Digital: How the Net Generation is Changing Your World** By Don Tapscott

**SELECTED AS A 2008 BEST BUSINESS BOOK OF THE YEAR BY THE ECONOMIST**

**The Net Generation Has Arrived.  
Are you ready for it?**

Chances are you know a person between the ages of 11 and 30. You've seen them doing five things at once: texting friends, downloading music, uploading videos, watching a movie on a two-inch screen, and doing who-knows-what on Facebook or MySpace. They're the first generation to have literally grown up digital--and they're part of a global cultural phenomenon that's here to stay.

The bottom line is this: *If you understand the Net Generation, you will understand the future.*

If you're a Baby Boomer or Gen-Xer: *This is your field guide.*

A fascinating inside look at the Net Generation, *Grown Up Digital* is inspired by a \$4 million private research study. *New York Times* bestselling author Don Tapscott has surveyed more than 11,000 young people. Instead of a bunch of spoiled "screenagers" with short attention spans and zero social skills, he discovered a remarkably bright community which has developed revolutionary new ways of thinking, interacting, working, and socializing.

*Grown Up Digital* reveals:

- How the brain of the Net Generation processes information
- Seven ways to attract and engage young talent in the workforce
- Seven guidelines for educators to tap the Net Gen potential
- Parenting 2.0: There's no place like the new home
- Citizen Net: How young people and the Internet are transforming democracy

Today's young people are using technology in ways you could never imagine. Instead of passively watching television, the "Net Geners" are actively

participating in the distribution of entertainment and information. For the first time in history, youth are the authorities on something really important. And they're changing every aspect of our society-from the workplace to the marketplace, from the classroom to the living room, from the voting booth to the Oval Office.

The Digital Age is here. The Net Generation has arrived. *Meet the future.*

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### Editorial Review

From the Back Cover

**"A MUST READ...if you understand the Net Generation, you will understand the future."--*The New York Times***

"A fascinating look at how young people are transforming our culture. The bottom line: An insightful, data-rich analysis with broad implications for managers, marketers, and politicians." **-*BusinessWeek***

"A thoughtful antithesis to entrenched and sometimes alarmist managerial opposition to internet-influenced behaviours."--***The Financial Times***

"Demonstrates the world-changing power of the Net Generation."--**Eric Schmidt Chairman & CEO, Google**

"In the past two years, Don Tapscott has overseen a \$4.5m study of nearly 8,000 people in 12 countries born between 1978 and 1994. In *Grown Up Digital* he uses the results to paint a portrait of this generation that is entertaining, optimistic, and convincing."-***The Economist***

"*Grown Up Digital* paints a generally encouraging picture . . . an optimistic view of how humans are evolving to engage with technology. Literally evolving: Mr. Tapscott cites scientific research that people who use digital media from a young age have different brain development than those who don't. . . . Republicans and Democrats, conservatives and liberals alike, can draw lessons about the expectations of young people raised on real-time access to deep layers of information." -***The Wall Street Journal***

### MEET THE NET GENERATION.

"No one has been a more informed commentator on the transformative impact of the digital age than Don Tapscott."

**?Brad Anderson, Chairman & CEO, Best Buy**

"Don Tapscott provides an exciting roadmap to surviving and thriving in the Connected Era."

**?Michael S. Dell, Chairman & CEO, Dell**

"Don Tapscott nails it. A must read."

**?Richard Florida, author, *Who's Your City?* and *The Rise of the Creative Class***

"For anyone leading a talent-based organization, *Grown Up Digital* is an essential read."

**?William D. Green, Chairman & CEO, Accenture**

"The first guide to the land of the Net Generation that should be read both by visitors and residents alike."

**?Nicholas Negroponte, Founder & Chairman, One Laptop Per Child**

"In *Grown Up Digital*, Tapscott uniquely shows how to harvest the big contributions this Net Generation has to offer."

**?Frederick W. Smith, Chairman, President & CEO, FedEx**

“Don Tapscott is one of the world’s leading cyber gurus.”

**?Al Gore**

About the Author

**Don Tapscott** is Chairman of the nGenera Innovation Network and an adjunct professor of management at the Joseph L. Rotman School of Management, University of Toronto. He is an international bestselling author or coauthor of eleven books, including *Wikinomics*, *Paradigm Shift*, and *The Digital Economy*. Link in with the net generation at [grownupdigital.com](http://grownupdigital.com).

## Users Review

**From reader reviews:**

**Frank Barcomb:**

Have you spare time for any day? What do you do when you have a lot more or little spare time? That's why, you can choose the suitable activity to get spend your time. Any person spent their particular spare time to take a go walking, shopping, or went to typically the Mall. How about open as well as read a book titled Grown Up Digital: How the Net Generation is Changing Your World? Maybe it is to become best activity for you. You already know beside you can spend your time with the favorite's book, you can more intelligent than before. Do you agree with their opinion or you have some other opinion?

**Joshua Stamper:**

Playing with family in a very park, coming to see the water world or hanging out with buddies is thing that usually you could have done when you have spare time, subsequently why you don't try issue that really opposite from that. Just one activity that make you not sensation tired but still relaxing, trilling like on roller coaster you already been ride on and with addition info. Even you love Grown Up Digital: How the Net Generation is Changing Your World, you could enjoy both. It is good combination right, you still need to miss it? What kind of hangout type is it? Oh can occur its mind hangout folks. What? Still don't understand it, oh come on its known as reading friends.

**Eric Bittinger:**

In this time globalization it is important to someone to obtain information. The information will make anyone to understand the condition of the world. The health of the world makes the information easier to share. You can find a lot of personal references to get information example: internet, newspaper, book, and soon. You can view that now, a lot of publisher in which print many kinds of book. The actual book that recommended for your requirements is Grown Up Digital: How the Net Generation is Changing Your World this publication consist a lot of the information in the condition of this world now. This kind of book was represented how can the world has grown up. The language styles that writer value to explain it is easy to understand. The writer made some research when he makes this book. This is why this book appropriate all of you.

**Carmen Vasquez:**

That guide can make you to feel relax. This book Grown Up Digital: How the Net Generation is Changing Your World was multi-colored and of course has pictures around. As we know that book Grown Up Digital: How the Net Generation is Changing Your World has many kinds or variety. Start from kids until teenagers. For example Naruto or Detective Conan you can read and believe that you are the character on there. Therefore not at all of book tend to be make you bored, any it offers you feel happy, fun and chill out. Try to choose the best book for you personally and try to like reading that.

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