



Wikinomics: How Mass Collaboration Changes Everything

By *Don Tapscott, Anthony D. Williams*

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An updated edition of the national bestseller?now with a new introduction and a new chapter

Today, encyclopedias, jetliners, operating systems, mutual funds, and many other items are being created by teams numbering in the thousands or even millions. While some leaders fear the heaving growth of these massive online communities, *Wikinomics* proves this fear is folly. Smart firms can harness collective capability and genius to spur innovation, growth, and success.

A brilliant guide to one of the most profound changes of our time, *Wikinomics* challenges our most deeply-rooted assumptions about business and will prove indispensable to anyone who wants to understand competitiveness in the twenty-first century.

Based on a \$9 million research project led by bestselling author Don Tapscott, *Wikinomics* shows how masses of people can participate in the economy like never before. They are creating TV news stories, sequencing the human genome, remixing their favorite music, designing software, finding a cure for disease, editing school texts, inventing new cosmetics, or even building motorcycles. You'll read about:

? Rob McEwen, the Goldcorp, Inc. CEO who used open source tactics and an online competition to save his company and breathe new life into an old-fashioned industry.

? Flickr, Second Life, YouTube, and other thriving online communities that transcend social networking to pioneer a new form of collaborative production.

? Mature companies like Procter & Gamble that cultivate nimble, trust-based relationships with external collaborators to form vibrant business ecosystems.

An important look into the future, *Wikinomics* will be your road map for doing business in the twenty-first century.

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Editorial Review

From Publishers Weekly

The word "wiki" means "quick" in Hawaiian, and here author and think tank CEO Tapscott (The Naked Corporation), along with research director Williams, paint in vibrant colors the quickly changing world of Internet togetherness, also known as mass or global collaboration, and what those changes mean for business and technology. Wikipedia, the online encyclopedia written, compiled, edited and re-edited by "ordinary people" is the most ubiquitous example, and its history makes remarkable reading. But also considered are lesser-known success stories of global collaboration that star Procter & Gamble, BMW, Lego and a host of software and niche companies. Problems arise when the authors indulge an outsized sense of scope—"this may be the birth of a new era, perhaps even a golden one, on par with the Italian renaissance, or the rise of Athenian democracy"—while acknowledging only reluctantly the caveats of weighty sources like Microsoft's Bill Gates. Methods for exploiting the power of collaborative production are outlined throughout, an alluring compendium of ways to throw open previously guarded intellectual property and to invite in previously unavailable ideas that hide within the populace at large. This clear and meticulously researched primer gives business leaders big leg up on mass collaboration possibilities; as such, it makes a fine next-step companion piece to James Surowiecki's 2004 bestseller *The Wisdom of Crowds*.

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From Booklist

Anyone who has done even a modest amount of browsing on the Internet has probably run across Wikipedia, the user-edited online encyclopedia that now dwarfs the online version of Encyclopedia Britannica. This is the prime example of what is called the new Web, or Web 2.0, where sites such as MySpace, YouTube, Flickr, and even the Human Genome Project allow mass collaboration from participants in the online community. These open systems can produce faster and more powerful results than the traditional closed proprietary systems that have been the norm for private industry and educational institutions. Detractors claim that authentic voices are being overrun by "an anonymous tide of mass mediocrity," and private industry laments that competition from the free goods and services created by the masses compete with proprietary marketplace offerings. The most obvious example of this is Linux, the open-source operating system that has killed Microsoft in the server environment. But is this a bad thing? Tapscott thinks not; and as a proponent of peering, sharing, and open-source thinking, he has presented a clear and exciting preview of how peer innovation will change everything. *David Siegfried*

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Review

"They are clearly on to something with the concept of Wikinomics."

—*USA Today*

"Especially valuable for its clear and ultimately persuasive analysis, bolstered by vivid examples."

—*The Wall Street Journal*

"An intriguing and important book that belongs on your shelf."

—*The Washington Post*

"A provocative examination of the changing nature of business . . . worthwhile for anyone launching or expanding a business of any size."

—BusinessWeek

“A breathtaking piece of work.”

—Tom Peters

Users Review

From reader reviews:

Phillip Permenter:

As people who live in the actual modest era should be update about what going on or information even knowledge to make these keep up with the era which is always change and advance. Some of you maybe will certainly update themselves by reading through books. It is a good choice for you but the problems coming to you actually is you don't know what kind you should start with. This Wikinomics: How Mass Collaboration Changes Everything is our recommendation so you keep up with the world. Why, because book serves what you want and want in this era.

Thomas Obrien:

The book untitled Wikinomics: How Mass Collaboration Changes Everything is the publication that recommended to you to read. You can see the quality of the reserve content that will be shown to you. The language that publisher use to explained their ideas are easily to understand. The article author was did a lot of study when write the book, so the information that they share to your account is absolutely accurate. You also can get the e-book of Wikinomics: How Mass Collaboration Changes Everything from the publisher to make you more enjoy free time.

Paul Mendosa:

The reason? Because this Wikinomics: How Mass Collaboration Changes Everything is an unordinary book that the inside of the book waiting for you to snap this but latter it will surprise you with the secret the item inside. Reading this book adjacent to it was fantastic author who else write the book in such remarkable way makes the content within easier to understand, entertaining means but still convey the meaning totally. So , it is good for you because of not hesitating having this ever again or you going to regret it. This amazing book will give you a lot of gains than the other book get such as help improving your ability and your critical thinking technique. So , still want to hold up having that book? If I were you I will go to the book store hurriedly.

Warner Gomez:

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