

Wikinomics: How Mass Collaboration Changes Everything

Don Tapscott, Anthony D. Williams



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Wikinomics: How Mass Collaboration Changes Everything Don Tapscott, Anthony D. Williams **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.

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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.

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