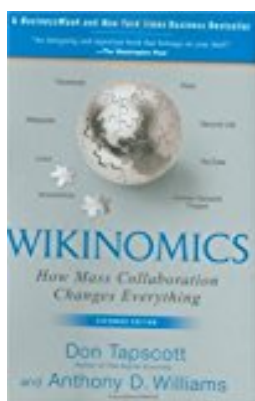


[PDF] Wikinomics: How Mass Collaboration Changes Everything

Don Tapscott, Anthony D. Williams - pdf download free book



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Description:

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 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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