

Macrowikinomics

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Macrowikinomics

MACROWIKINOMICS is an interesting read and gives a good overview of the ways in which collaboration is changing the social and business landscape. As another reviewer has pointed out, the book tends to be repetitive and is, to a large extent, a "re-make" of the authors' previous book.

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In Wikinomics, Don Tapscott and Anthony D. Williams argue that the Internet has irrevocably altered the way corporations and businesses will interact and develop new products and services. The proprietary, closed models of research and design are obsolete and must be replaced by mass collaboration with outside talent.

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Macrowikinomics - Don Tapscott - Google Books

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Wikinomics: How Mass Collaboration Changes Everything is a book by Don Tapscott and Anthony D. Williams, first published in December 2006. It explores how some companies in the early 21st century have used mass collaboration and open-source technology, such as wikis, to be successful.

Wikinomics - Wikipedia

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