



MacroWikinomics: Rebooting Business and the World (Paperback)

By Don Tapscott, Anthony D. Williams

ATLANTIC BOOKS, United Kingdom, 2011. Paperback. Condition: New. Main. Language: English . Brand New Book. The era of the monolithic, self-contained, inwardly focused corporation is over. In Wikinomics Don Tapscott and Anthony D. Williams showed how the internet is changing the way the very smartest business managers think about structures and strategies in the 21st century. Now, in MacroWikinomics, they demonstrate how this revolution in thinking is spreading outwards to other sectors - from education and scientific institutions, to entertainment and media, to government and democracy. MacroWikinomics is a groundbreaking and definitive look at achieving success for a new century, a new media, a new generation and a new economy.



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