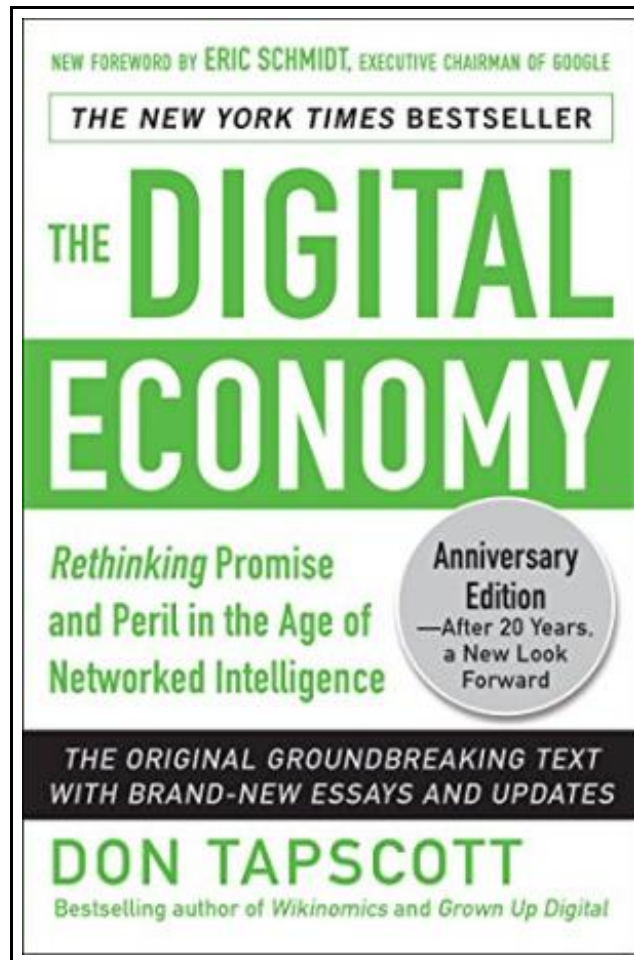# The Digital Economy : Rethinking Promise and Peril in the Age of Networked Intelligence (2nd Anniversary edition)

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THE DIGITAL ECONOMY : RETHINKING PROMISE AND PERIL IN THE AGE OF NETWORKED INTELLIGENCE (2ND ANNIVERSARY EDITION)

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McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, The Digital Economy : Rethinking Promise and Peril in the Age of Networked Intelligence (2nd Anniversary edition), Don Tapscott, "Twenty years of hindsight prove how deeply Tapscott understood the impact the Internet would have on the way we live, work, play and learn. This important book, now updated, is just as relevant today as it was then." John Chambers, Chairman and CEO, Cisco With a new foreword by Eric Schmidt, Chief Executive of Google Two decades ago, The Digital Economy changed the way the world thought about the Web and Internet. While everyone else was in awe of "websites" and "dot coms," Don Tapscott was among the first people to argue that the Internet would fully transform the nature of business and government. It goes without saying that his predictions were spot on. Now, in this new edition of his classic work, the New York Times bestselling author provides topical updates with a sweeping new analysis of how the Internet has changed business and society in the last 20 years, covering: Natural frictions between present-day Industrial Capitalism and the Digital Economy The radical effects of the Internet on traditional corporate structures and systems Dramatic changes in business collaboration and culture thanks to social media The rise of web-based analytics and how they have transformed business functions Government transparency, citizen empowerment, and the creation of public value Teaching and learning-revolutionary developments driven by digital content When Tapscott was writing the original edition in 1994, he was living in a world where Netscape had been just introduced as go-to browser, websites didn't do transactions, dial-up was the only way to get online, and mobile phones sightings were rare. Google, YouTube, eBay, Facebook, Twitter? They didn't exist. Preserving all the original text as...

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