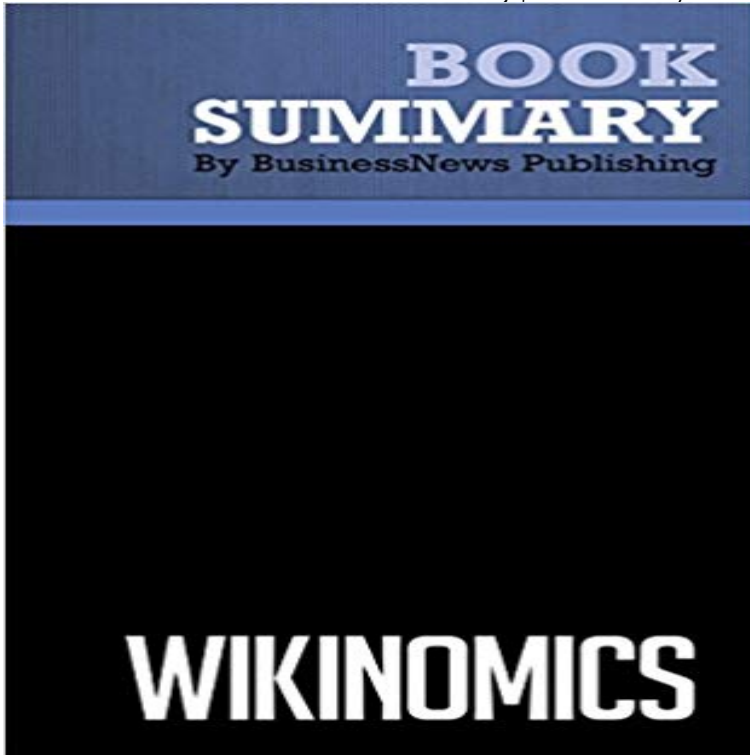


Summary : Wikinomics - Don Tapscott and Anthony Williams: How Mass Collaboration Changes Everything



Complete summary of Don Tapscott and Anthony Williams book: Wikinomics: How Mass Collaboration Changes Everything. This summary of Don Tapscott and Anthony Williams book Wikinomics shows that a new and much more collaborative way to do business is emerging as a powerful force. Companies are opening up their internal processes to input and suggestions from outsiders who bring fresh ideas and new competencies into the equation. One of the best-known examples of this trend is the open-source online encyclopedia, Wikipedia. It runs on a wiki Hawaiian for quick software which enables any Wikipedia viewer to edit the contents of a Web page. Therefore, taking a cue from this, this new wave of mass collaboration in business has been dubbed Wikinomics. In their book, the authors highlight how the new age of mass collaboration in business has arrived and you can either decide to get on the bandwagon and reap as many benefits as possible or you risk getting left behind. This summary reveals the advantages of this new approach and why you should join in. Added-value of this summary: Save time Understand key concepts Expand your knowledge To learn more, read Wikinomics and discover what this new age of mass collaboration can do for your future business.

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