



Macrowikinomics: New Solutions for a Connected Planet

Don Tapscott, Anthony D. Williams

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In their bestseller *Wikinomics*, Don Tapscott and Anthony Williams showed the world how mass collaboration was changing the way businesses communicate, create value, and compete in the new global marketplace.

This sequel shows that in more than a dozen fields—from finance to health care, science to education, the media to the environment—we have reached a historic turning point. Collaborative innovation is revolutionizing not only the way we work, but how we live, learn, create, govern, and care for one another. The wiki revolutions of the Arab Spring were only one example of how rebuilding civilization was not only possible but necessary.

With vivid examples from diverse sectors, *Macrowikinomics* is a handbook for people everywhere seeking a transformation of industry and institutions by embracing a new set of guiding principles, including openness and interdependence. Tapscott and Williams argue that this new communications medium, like the printing press before it, is enabling nothing less than the birth of a new civilization.

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