

The Digital Economy: Promise and Peril in the Age of Networked Intelligence

By Don Tapscott

Download Read Online

The Digital Economy: Promise and Peril in the Age of Networked Intelligence By Don Tapscott

Arguing that knowledge is power and prolonged economic advantage accrues to those individuals and organizations who are able to leverage the capabilities of new information technologies, this study summarizes how new technology is transforming the ways individuals work, learn and do business. It presents a model of how to create wealth in the new economy along with examples from leading companies from over the world.

Download The Digital Economy: Promise and Peril in the Age ...pdf

Read Online The Digital Economy: Promise and Peril in the Ag ...pdf

The Digital Economy: Promise and Peril in the Age of Networked Intelligence

By Don Tapscott

The Digital Economy: Promise and Peril in the Age of Networked Intelligence By Don Tapscott

Arguing that knowledge is power and prolonged economic advantage accrues to those individuals and organizations who are able to leverage the capabilities of new information technologies, this study summarizes how new technology is transforming the ways individuals work, learn and do business. It presents a model of how to create wealth in the new economy along with examples from leading companies from over the world.

The Digital Economy: Promise and Peril in the Age of Networked Intelligence By Don Tapscott Bibliography

- Rank: #3180081 in Books
- Published on: 1995-10-01
- Original language: English
- Number of items: 1
- Dimensions: 9.10" h x 1.50" w x 7.40" l, 1.10 pounds
- Binding: Hardcover
- 368 pages

Download The Digital Economy: Promise and Peril in the Age ...pdf

Read Online The Digital Economy: Promise and Peril in the Ag ...pdf

Download and Read Free Online The Digital Economy: Promise and Peril in the Age of Networked Intelligence By Don Tapscott

Editorial Review

From Publishers Weekly
A smart survival manual for companies marketing online services and products via the Internet and its World Wide Web, this entry in a crowded field is distinguished by a minimum of hype and a recognition that the global, interactive marketplace is a new business environment where old rules don't necessarily apply. As well as for its vignettes distilling the Net experiences of large, established corporations, Martin's book is particularly useful for its profiles of dozens of companies?from Silicon Valley entrepreneurs to Silicon Alley start-ups in Manhattan's Soho district?that make up what he calls the digital estate, i.e., firms that conduct business via the Internet exclusively. From these digital pioneers he gleans lessons about customizing advertising messages, encouraging interactive customer participation, making continual market feedback integral to product development and even collaborating with competitors. His "100 Rules of Business Netiquette" for e-mail and Web users set a standard for civil conduct in cyberspace. Martin, an IBM vice-president, is founding publisher of Interactive Age.
Copyright 1996 Reed Business Information, Inc.

From Library Journal
With forecasters predicting as many as one billion Internet users by the year 2000, Martin, the founding publisher of Interactive Age and vice president of publishing and advertising, media, and entertainment at IBM, has written a marketing guide for businesses seriously considering a move onto the information highway. Martin defines the digital estate as those individuals and companies currently conducting business on the Internet. He sees this new information medium as creating a paradigm shift in traditional marketing and business planning. This new model is more akin to an "on the fly" approach whereby businesses, in an effort to save time, float their new products and services on the Internet and allow consumers to provide feedback. Martin offers examples of how digital money is slowly becoming a reality and devotes a chapter to business "netiquette," which will be of interest to net entrepreneurs. Well written without much Internet jargon, Martin's book is targeted to individuals and businesses that are serious in becoming a part of the digital estate. Recommended for public and academic library business collections.?Dennis Krieb, St. Charles Cty. Community Coll., St. Peters, Mo.
Copyright 1996 Reed Business Information, Inc.

Review
``If thoughts like [the book's thesis] scare you, then [the digital economy] should be on your `must read' list." (*The Wall Street Journal*)

``A marketing guide for businesses seriously considering a move onto the information highway." (*Library Journal* 1996-11-15)

Users Review

From reader reviews:

William Threatt:

What do you think of book? It is just for students as they are still students or the idea for all people in the world, the particular best subject for that? Just you can be answered for that concern above. Every person has

distinct personality and hobby per other. Don't to be obligated someone or something that they don't want do that. You must know how great as well as important the book The Digital Economy: Promise and Peril in the Age of Networked Intelligence. All type of book are you able to see on many methods. You can look for the internet methods or other social media.

Marie Williams:

Do you one of the book lovers? If yes, do you ever feeling doubt when you find yourself in the book store? Attempt to pick one book that you find out the inside because don't judge book by its deal with may doesn't work is difficult job because you are afraid that the inside maybe not since fantastic as in the outside appearance likes. Maybe you answer is usually The Digital Economy: Promise and Peril in the Age of Networked Intelligence why because the excellent cover that make you consider regarding the content will not disappoint you. The inside or content is usually fantastic as the outside or cover. Your reading 6th sense will directly show you to pick up this book.

Holly Sheehan:

Are you kind of busy person, only have 10 or 15 minute in your day to upgrading your mind talent or thinking skill also analytical thinking? Then you are experiencing problem with the book as compared to can satisfy your short period of time to read it because this time you only find reserve that need more time to be examine. The Digital Economy: Promise and Peril in the Age of Networked Intelligence can be your answer given it can be read by an individual who have those short extra time problems.

Andrew Taylor:

As we know that book is significant thing to add our information for everything. By a guide we can know everything we want. A book is a range of written, printed, illustrated or even blank sheet. Every year seemed to be exactly added. This e-book The Digital Economy: Promise and Peril in the Age of Networked Intelligence was filled about science. Spend your extra time to add your knowledge about your research competence. Some people has several feel when they reading some sort of book. If you know how big good thing about a book, you can truly feel enjoy to read a book. In the modern era like at this point, many ways to get book that you simply wanted.

Download and Read Online The Digital Economy: Promise and Peril in the Age of Networked Intelligence By Don Tapscott #4B6OTMPV8CA

Read The Digital Economy: Promise and Peril in the Age of Networked Intelligence By Don Tapscott for online ebook

The Digital Economy: Promise and Peril in the Age of Networked Intelligence By Don Tapscott Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Digital Economy: Promise and Peril in the Age of Networked Intelligence By Don Tapscott books to read online.

Online The Digital Economy: Promise and Peril in the Age of Networked Intelligence By Don Tapscott ebook PDF download

The Digital Economy: Promise and Peril in the Age of Networked Intelligence By Don Tapscott Doc

The Digital Economy: Promise and Peril in the Age of Networked Intelligence By Don Tapscott Mobipocket

The Digital Economy: Promise and Peril in the Age of Networked Intelligence By Don Tapscott EPub