

Quotes for the Digital Economy

Abridged Jacket Quotes

Marc Andreessen, Co-founder and General Partner, Andreessen Horowitz

"1994 was a good year. Netscape Navigator and The Digital Economy. With this anniversary edition, Tapscott provides lucid insights for the next stage of these amazing times."

Ajay Banga, President and Chief Executive Officer, Mastercard

"We're now into three decades of terrific insights and analysis from Don Tapscott about the digital revolution! Read this book!"

John Chambers, Chairman and CEO, Cisco

"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."

Georg Kell, Executive Director, UN Global Compact

"The Digital Economy was a pioneering work – a watershed. The 20th Anniversary Edition has unsettling reflections on the past and profound insights for our collective future."

Bill McDermott, Chief Executive Officer, SAP

"20 years ago Don Tapscott showed again that he had his finger on the pulse of the digital world. His new perspective, insights and analysis should be required reading for everyone from students to CEOs."

Ann Mettler, Executive Director and Co-Founder, The Lisbon Council

"It's amazing how a single person can influence the course of history. Europe is now committed to evolving a Digital Economy Strategy that can have a material impact on prosperity and our future. This concept originated and dates back to Don Tapscott's seminal work of 20 years ago."

Indra K. Nooyi, Chairman and CEO, PepsiCo

"This Anniversary Edition is teeming with fresh insights relevant to business leaders in every industry."

Enrique Peña Nieto, President of Mexico

"Governments can learn from the Digital Economy how to democratize access to prosperity, minimize social and economic divides and transform government and democracy for the 21st Century."

Paul Polman, Chief Executive Officer, Unilever

"Given Don's foresight over the last 20 years, businesses who do not carefully monitor the trends he outlines about the next few years will do so at their own peril."

Meg Whitman, CEO, HP

"20 years ago HP's CEO Lew Platt endorsed The Digital Economy saying 'Read this book. It will scare you and excite you and excite you and teach you how to succeed.' His words were wise then and remain appropriate for today. The anniversary edition shines with important insights."

Complete List of Quotes

Marc Andreessen, Co-founder and General Partner, Andreessen Horowitz

"1994 was a good year. We released Netscape Navigator and the web took off. It was also the year that Don Tapscott wrote *The Digital Economy*, prophetically explaining how the Web would change business. With this anniversary edition, Tapscott provides lucid insights for the next stage of these amazing times."

Ajay Banga, President and Chief Executive Officer, Mastercard

"We're now into three decades of terrific insights and analysis from Don Tapscott about the digital revolution! Read this book!"

Dominic Barton, Chief Executive Officer, McKinsey

"Twenty years ago this book gave us an invaluable and clear roadmap for an emerging revolution. In this timely update, Don Tapscott reminds us how far we have come, but more importantly, the extent of the transformation that still lies ahead."

George Cope, CEO, Bell Canada

"Don Tapscott has produced powerful new insights that make the Anniversary Edition of *The Digital Economy* worthwhile reading for anyone seeking to understand both the promise and challenges of the digital age."

John Chambers, Chairman and CEO, Cisco

"Twenty years of hindsight prove how deeply Tapscott understood the impact the Internet would have on the way we live, work, play and learn. The 'Age of Networked Intelligence' he accurately predicted two decades ago is what we call the Internet of Everything, in which all the new and better connections between us are making amazing things happen for people, businesses, communities and countries. This important book, now updated is just as relevant today as it was then."

N Chandrasekaran, Chief Executive Officer and Managing Director, Tata Consultancy Services

"The digital forces of social media, mobility, cloud computing, robotics and big data will fundamentally change all aspects of our lives. There is no better starting point to understand this shift than Don Tapscott's prescient *Digital Economy*. I am happy to see the release Anniversary Edition of *Digital Economy*. It will benefit many who are trying to fathom the extent of the impact of digital technologies."

Reid Hoffman, Executive Chairman and Co-Founder, LinkedIn

"Don was one of the first and most important theorists on the importance and impact of networks. The *Digital Economy* contains important lessons for how we work in a networked age. And, as networks accelerate transformation, his new updates are critical advice for how best to navigate the new world of work."

Juan Hurtado, Chairman, Entel Chile

"Don Tapscott defined the digital economy, through which connected individuals and organizations, could transport dominant structures to networks. His concepts of collective intelligence that changes how we innovate, produce, buy, communicate and learn was profound. In this new edition he shows how new generations can shape a sustainable social, technological and economic future. Read this book."

Georg Kell, Executive Director, UN Global Compact

"No one has better explained the vast power of networks to tackle humanity's problems than Don Tapscott. The Digital Economy was a pioneering work – a watershed. The 20th Anniversary Edition has unsettling reflections on the past and profound insights for our collective future."

Dave Kepler, EVP and CIO, Dow Chemical Company

"The Digital Economy was the book that defined the future 20 years ago. Tapscott charted the course in the early days of business on the Internet and this new look forward is equally insightful."

Raymond Lane, Former President, Oracle Corporation; Partner Emeritus, Kleiner Perkins Caufield and Byers; Chairman, Carnegie Mellon University

"It's hard to believe 20 years have flown by since the publication of The Digital Economy. The prescience of Don Tapscott's views of how the Internet would change our professional and personal lives was unparalleled. Don and I spent considerable time discussing how the world would transform itself and how I could use this perspective to help transform Oracle. Looking back, I'm thankful to have such a visionary as part of my life."

Stephen Luczo, CEO, Seagate

"Over the last 20 years, The Digital Economy has had a significant impact on my leadership of, and strategic planning for, Seagate. The new chapters in this 20th anniversary edition once again provide unique insights as to the next evolution of our digital world, and will serve as excellent guideposts for anyone leading a company, or who is responsible for strategy."

Tiff Macklem, Dean, Rotman School of Management, University of Toronto

"Information is the currency of the 21st century and nobody understands and explains the transformational implications, both wonderful and wicked, better than Don Tapscott."

John Manley, President and Chief Executive Officer, Canadian Council of Chief Executives

"As Canada's Industry Minister through much of the 90's, Don Tapscott's "Digital Economy" and earlier "Paradigm Shift" energized me and my officials to try to turn the Canadian Economy on its head! They were mandatory reading for senior staff and caused us to redirect the strategy and resources of our department in fundamental ways. It was early days of the digital revolution, and we were fortunate that Don provided us with such an accurate roadmap to navigate the changing global environment."

Ann Mettler, Executive Director and Co-Founder, The Lisbon Council

"It's amazing how a single person can influence the course of history. Europe is now committed to evolving a Digital Economy Strategy that can have a material impact on prosperity and our future. This concept originated and dates back to Don Tapscott's seminal work of 20 years ago."

Bill McDermott, Chief Executive Officer, SAP

"20 years ago Don Tapscott showed again that he had his finger on the pulse of the digital world. His new perspective, insights and analysis should be required reading for everyone from students to CEOs."

Pierre Nanterme, Chairman and CEO, Accenture

"Every business is a digital business, and leaders must take action now to ensure their organizations remain relevant. Don Tapscott offers practical new insights to help us understand and unleash the power of digital."

Joe Natale, President and CEO, TELUS

"Don Tapscott was the first to describe how our shared human experience is being reinvented by the emergence of the digital economy and the networked society in which we live today. Twenty years later Don is as insightful and profound as ever."

Indra K. Nooyi, Chairman and CEO, PepsiCo

"I still remember reading The Digital Economy two decades ago. It opened my mind to the world of possibilities and threats made possible by a digital world. Today every business must become, as Don Tapscott says, a "digital business". The Anniversary Edition is teeming with fresh insights relevant to business leaders in every industry."

Enrique Peña Nieto, President of Mexico

"The most important enabler of social, economic and human development today is a connected world; connecting people to each other, to better sources of information and to new business opportunities. Governments can learn from the Digital Economy how to democratize access to prosperity, minimize social and economic divides and transform government and democracy."

Filippo Passerini, Group President – GBS and CIO, Procter & Gamble

"More than 20 years after writing "The Digital Economy," Don's thinking on business strategy, organizational transformation and the role of technology in business and society is more relevant than ever. Don gave us a glimpse into our future that has amazingly stood the test of time, and now he's at it again, pointing the way forward."

Paul Polman, Chief Executive Officer, Unilever

"As Don rightly predicted 20 years ago, the Internet has transformed many things that people do. But beyond that, it has disrupted many longstanding industries as basic as books and telephones and has become the defining invention of our time. Given his foresight over the last 20 years, businesses who do not carefully monitor the trends he outlines about the next few years will do so at their own peril."

Eric Spiegel, CEO, Siemens Corporation

"Twenty years later, Don's insights into the age of networked intelligence and its impact on industry are like a journey "back to the future". Today more than ever, technology continues to disrupt the way we manufacture goods, power our communities, treat diseases, and most importantly, interact with each other."

David Thodey, CEO, Telstra

"In this fascinating reflection of predictions and trends from the past 20 years, Don Tapscott continues to provide valuable insights into the opportunities and challenges for business, government and wider society in our increasingly digital and connected world. It is indeed sobering to see how the "age of networked intelligence" is in many ways just beginning to truly transform our world."

Meg Whitman, CEO, HP

"20 years ago HP's CEO Lew Platt endorsed the Digital Economy saying 'Read this book. It will scare you and excite you and teach you how to succeed.' His words were wise then and remain appropriate for today. The anniversary edition shines with important insights."

Hans Vestberg, CEO, Ericsson

"The Networked Society has arrived, and there has been no better chronicler and scrutinizer than Don Tapscott. Read this book and heed his advice!"