



Learn More. Do More.  
MHPROFESSIONAL.COM

## Publicity

2 Penn Plaza  
9th Floor  
New York, NY 10121  
646-766-3151Tel

For Immediate Release

Press Contact: Ann Pryor  
[Ann.pryor@mheducation.com](mailto:Ann.pryor@mheducation.com)

# **The Digital Economy ANNIVERSARY EDITION: Rethinking Promise and Peril in the Age of Networked Intelligence By Don Tapscott**

**With a new foreword by Eric Schmidt, Executive Chairman of Google**

When Don Tapscott wrote *The Digital Economy* in 1994-95, The Digital Age was in its infancy. The pioneering Netscape Web browser 1.0 was in beta, websites didn't do transactions, we all used dial-up modems, and smartphones didn't exist. Google, YouTube, Netflix, Facebook, Twitter wouldn't appear for many years.

Yet Tapscott's analysis – raising issues such as networked business models, the impact of technology on privacy, the inevitable demand for corporate transparency, and the influence of new media on successive generations -- deftly captured the many opportunities and challenges that lay in store for society. His pioneering term "digital economy" is now ubiquitous.

*Digital Economy* is still a solid primer to understanding the impact of digital technology. In this 20<sup>th</sup> anniversary edition, Tapscott reflects on what has occurred since 1995 and how we arrived where we are. Even with 20-20 hindsight, most analysts fail to understand what the past two decades have meant.

In **[THE DIGITAL ECONOMY, Anniversary Edition: Rethinking Promise and Peril in the Age of Networked Intelligence \(November 17, 2014; HC, \\$34.00\)](#)**, Tapscott offers fresh commentary on today's ever-accelerating digital churn, and how we can all prepare for the next wave of innovation.

As with all disruptive platforms and social revolutions, networked intelligence destroys as it creates, writes Tapscott. "Technology is also the foundation of new species of businesses that are capable of wiping out entire industries. Digital Conglomerates such as Google are achieving leadership roles in a dozen industries, where they do a better job with a fraction of the employees. Excess Capacity Networks like Uber, Lyft, and Airbnb hold the power to wipe out jobs in industries ranging from taxis to hotels. Data Frackers like Facebook are acquiring vast treasure troves of data that position them to dominate multiple industries."

In this new edition, he also covers:

- Frictions between present-day Industrial Capitalism and the Digital Economy
- The radical effects of the Internet on the traditional corporate structure
- Social media's dramatic influence on business collaboration and culture
- Government transparency, citizen empowerment, and the creation of public value
- How digital content and collaboration is overhauling teaching and learning.

In an era where information has the ability to transform society, corporations, business, media, and learning, Tapscott still believes we all have the power to control the flow, and even shut it off if necessary. “Adopt a values statement for yourself and your family, and constantly revise it as the world and conditions change. Harness the power of new technologies and transparency for the good; design them, rather than having them control you.”

#### **About the Author:**

Tapscott is one of the world’s leading authorities on innovation, media, and the economic and social impact of technology and the author or co-author of 14 widely read books about new technology in business and society. He advises business and government leaders around the world. In 2013, Thinkers50 ranked Don fourth among the world’s most influential management thinkers and was awarded the Global Solutions Award for launching the Global Solution Networks program based at the Rotman School of Management, University of Toronto. He has appeared on national broadcasts frequently, and has addressed the World Economic Forum in Davos, TED, a full house at the Radio City Music Hall and given many other high-profile lectures and speeches.

You can read more about his CV, experience, and background at <http://dontapscott.com> where there are links to Tapscott in many of the world’s most important publications, radio and television networks.

THE DIGITAL ECONOMY: Anniversary Edition: Rethinking Promise and Peril in the Age of Networked Intelligence, by Don Tapscott. McGraw-Hill Professional; October, 2014; Hardcover, \$34.00. 0071835563 / 9780071835565.

For excerpts, interviews, artwork, or more information, contact:

Ann Pryor, Senior Publicity Manager

[ann.pryor@mheducation.com](mailto:ann.pryor@mheducation.com)

646.766.3101

Read more at [www.mhprofessional.com](http://www.mhprofessional.com)