



Advance Praise for *MacroWikinomics: Rebooting Business and the World* By: Don Tapscott and Anthony D. Williams

"A masterpiece. An iconic and defining book for our time. *MacroWikinomics* shows us a future ready to be shaped (and saved) by a global network of extracurricular thinkers. Take heart and take heed. Technology has shrunk the world so we can grow it anew. And the seeds are all in here."

– Mark Parker, CEO, Nike Inc.

"*Wikinomics* heralded a new era of collaboration in business. Now Tapscott and Williams show how business, government and civil society and people everywhere can leverage technology to work together in new ways to solve the greatest problems of our multi-polar world. Critical reading."

– Bill Green, Chairman and CEO, Accenture

"Tapscott and Williams are the world's foremost thought leaders where human behavior, digital innovation and societal challenges intersect. Each of us—whether leaders of global institutions or individual citizens of the world—would be wise to follow their counsel."

– Brian J. Dunn, CEO, Best Buy Co., Inc.

"A rich and expansive guide to not only adapting to but also mastering our digital future. A must read for any decision maker!"

– Klaus Schwab, Founder and Executive Chairman, World Economic Forum

"Once again Don and Anthony nailed it. There is no better team to tell us what's coming next. This is a must read."

– Jeffery Joerres, Chairman and CEO, Manpower

"Like Lewis and Clark for the digital age, Tapscott and Williams have explored the borders, boundaries and landscape of the new interdependent world. *MacroWikinomics* is a map for the transformational voyage we surely must take."

– Kevin Kelly, CEO, Heidrick & Struggles

"Don Tapscott and Anthony Williams' insights about the power of collaborative innovation and open systems, and their call to 'reboot' our institutions—business, education, media, government—haven't come a minute too soon. *MacroWikinomics* inspires by chronicling these path breaking developments and pointing the way forward for all of us."

– Eric Schmidt, CEO, Google

"*MacroWikinomics* takes the art of mass collaboration and breaks it down to a science—complete with tools and strategies for rebuilding our institutions in a time of profound change."

– Lazaro Campos, CEO, Swift

"Once again, Don Tapscott and Anthony Williams provide essential insight into the deep and rapid changes that are reshaping our world. Their five principles for a world of networked intelligence explain exactly how companies, governments and NGOs can make lasting change in a complex world."

– Aron Cramer, President and CEO, Business for Social Responsibility

"The *MacroWikinomics* assertion that 'there has never been a more exciting time to be human' is spot on. The new engine of innovation driven by collaboration, openness, stewardship and the power of the social web gives all of us an opportunity to drive even more rapid, meaningful change across global institutions. This is particularly relevant for the technology industry, which has always been about enabling human potential."

– Michael Dell, President and CEO, Dell Inc.

"*MacroWikinomics* connects the big picture of business, culture and society with what is really going on in the trenches of the new digital world. Don Tapscott and Anthony Williams affirm their authority by offering facts in the style of demographers and by storytelling in the manner of acute social observers. Leaders of the future must take their lessons on co-creation and authenticity to heart."

– Brian Fetherstonhaugh, Chairman and CEO, OgilvyOne

"In *MacroWikinomics*, Tapscott and Williams define a new era of networked intelligence that is changing the way we approach business, government, education and healthcare. When I read this book I was inspired by the ideas on entrepreneurship and innovation."

– Dr. Jim Goodnight, CEO, SAS Institute

"*MacroWikinomics* sets out, comprehensively and holistically, what it will take to reset the post crisis world, harnessing the power of the Net and the NetGeneration."

– Ian Hudson, President EMEA, Dupont

"The idea that global leaders need to stop tinkering with old, tired models, and instead embrace transformative change is key to our future. The challenges facing our planet are greater than we think and disruption of legacy models, as *MacroWikinomics* portrays, can unleash innovation."

– Kevin Johnson, CEO, Juniper Networks

"A magnificent work. Tapscott and Williams guide us through the labyrinth—how everything is being redesigned by collaboration on the Internet. *MacroWikinomics* follows the threads of openness and collective intelligence as they reweave the fabric of our institutions."

– Kevin Kimberlin, Chairman, Spencer Trask & Company

"An extraordinary book...should be required reading for every university President—and all who want to challenge themselves about how to create positive change for institutions and organizations."

– Linda Lorimer, Vice President, Yale University

"Fully networked solutions are no longer a dream of collaboration, they are today's reality as companies expect their business processes to run seamlessly across virtual boundaries, including their customers, partners, and suppliers. Tapscott and Williams underscore the importance of this concept, and the vital role technology plays in enabling new levels of business innovation and collaboration."

– Bill McDermott, Co-CEO, SAP AG

"A provocative and powerful series of ideas and case studies which challenge every leader to seize the opportunity to make a difference. The fresh perspectives in *MacroWikinomics* should inspire all of us to collaborate in new ways to leverage talent and ideas from every corner of the world and develop new solutions to meet the challenges we are facing today."

– **Craig Mulhauser, CEO, Celestica**

"The opportunity for businesses today is to become networks—with a culture of collaborative innovation, stewardship and integrity. *MacroWikinomics* is a very good guide to get there."

– **Filippo Passerini, President, Global Business Services & CIO, Procter & Gamble**

"Tapscott and Williams have crafted a blueprint to a better world for our children. *MacroWikinomics* defines the agenda for systemic change we need, and ignore at our peril."

– **Kal Patel, Executive Vice President, Best Buy**

"Solid, hardwired, rigid approaches to business are rapidly giving way to the fluid, open, flexible in literally everything we do and with ramifications we are all grappling with. Don Tapscott and Anthony Williams have been vocal, inspirational leaders in opening our eyes to these changes and helping us all think through the possibilities for change."

– **Robert Pitfield, EVP, International Banking, Scotia Capital**

"A majestic book—breathtaking in its breadth, coverage, and richness of detail. Don and Anthony have taken the trends of collaboration, openness, sharing, integrity and interdependence, and placed them in pragmatic real-life contexts across a plethora of spheres covering government and citizenship, healthcare, education, transportation, media and banking. Thoroughly recommended for anyone who's interested in seeing how the world is changing."

– **JP Rangaswami, Chief Scientist, BT Group PLC**

"It's true that business cannot succeed in a world that is failing. The new multi-polar and highly interdependent world is requiring us to reboot and rebuild. There is no better guide book than *MacroWikinomics*."

– **Carlos Rodriguez-Pastor Percivale, CEO, Intergroup Financial Services Corporation, Lima, Peru**

"Don Tapscott and Anthony Williams keep on getting ahead of the curve. They have done it again with *MacroWikinomics*!"

– **Gerry Schwartz, Chairman & CEO, ONEX**

"*MacroWikinomics* is the leadership guidebook for the emerging networked age. Maps an exciting future filled with transformational macro changes across all industries, government and education. Not starry eyed and naïve, it frames the potential dark side and pitfalls, and calls for all of us to step up our game as leaders. A must read for those who want to control their own destiny."

– **Noel Tichy, Professor and Director, Global Citizenship Initiative, University of Michigan, and Co-author (with Warren Bennis) of *Judgment: How Winning Leaders Make Great Calls***

"*MacroWikinomics* underscores the critical importance of transparency, participation and collaboration among business, government and citizens in addressing global challenges like corruption."

– **Nancy Zucker Boswell, President and CEO, Transparency International-USA**