



Grown Up Digital: How the Net Generation is Changing Your World

By Don Tapscott

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Grown Up Digital: How the Net Generation is Changing Your World By Don Tapscott

SELECTED AS A 2008 BEST BUSINESS BOOK OF THE YEAR BY THE ECONOMIST

**The Net Generation Has Arrived.
Are you ready for it?**

Chances are you know a person between the ages of 11 and 30. You've seen them doing five things at once: texting friends, downloading music, uploading videos, watching a movie on a two-inch screen, and doing who-knows-what on Facebook or MySpace. They're the first generation to have literally grown up digital--and they're part of a global cultural phenomenon that's here to stay.

The bottom line is this: *If you understand the Net Generation, you will understand the future.*

If you're a Baby Boomer or Gen-Xer: *This is your field guide.*

A fascinating inside look at the Net Generation, *Grown Up Digital* is inspired by a \$4 million private research study. *New York Times* bestselling author Don Tapscott has surveyed more than 11,000 young people. Instead of a bunch of spoiled "screenagers" with short attention spans and zero social skills, he discovered a remarkably bright community which has developed revolutionary new ways of thinking, interacting, working, and socializing.

Grown Up Digital reveals:

- How the brain of the Net Generation processes information
- Seven ways to attract and engage young talent in the workforce
- Seven guidelines for educators to tap the Net Gen potential
- Parenting 2.0: There's no place like the new home
- Citizen Net: How young people and the Internet are transforming democracy

Today's young people are using technology in ways you could never imagine. Instead of passively watching television, the "Net Geners" are actively

participating in the distribution of entertainment and information. For the first time in history, youth are the authorities on something really important. And they're changing every aspect of our society-from the workplace to the marketplace, from the classroom to the living room, from the voting booth to the Oval Office.

The Digital Age is here. The Net Generation has arrived. *Meet the future.*

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Editorial Review

From the Back Cover

"A MUST READ...if you understand the Net Generation, you will understand the future."--*The New York Times*

"A fascinating look at how young people are transforming our culture. The bottom line: An insightful, data-rich analysis with broad implications for managers, marketers, and politicians." **-*BusinessWeek***

"A thoughtful antithesis to entrenched and sometimes alarmist managerial opposition to internet-influenced behaviours."--***The Financial Times***

"Demonstrates the world-changing power of the Net Generation."--**Eric Schmidt Chairman & CEO, Google**

"In the past two years, Don Tapscott has overseen a \$4.5m study of nearly 8,000 people in 12 countries born between 1978 and 1994. In *Grown Up Digital* he uses the results to paint a portrait of this generation that is entertaining, optimistic, and convincing."-***The Economist***

"*Grown Up Digital* paints a generally encouraging picture . . . an optimistic view of how humans are evolving to engage with technology. Literally evolving: Mr. Tapscott cites scientific research that people who use digital media from a young age have different brain development than those who don't. . . . Republicans and Democrats, conservatives and liberals alike, can draw lessons about the expectations of young people raised on real-time access to deep layers of information." -***The Wall Street Journal***

MEET THE NET GENERATION.

"No one has been a more informed commentator on the transformative impact of the digital age than Don Tapscott."

?Brad Anderson, Chairman & CEO, Best Buy

"Don Tapscott provides an exciting roadmap to surviving and thriving in the Connected Era."

?Michael S. Dell, Chairman & CEO, Dell

"Don Tapscott nails it. A must read."

?Richard Florida, author, *Who's Your City?* and *The Rise of the Creative Class*

"For anyone leading a talent-based organization, *Grown Up Digital* is an essential read."

?William D. Green, Chairman & CEO, Accenture

"The first guide to the land of the Net Generation that should be read both by visitors and residents alike."

?Nicholas Negroponte, Founder & Chairman, One Laptop Per Child

"In *Grown Up Digital*, Tapscott uniquely shows how to harvest the big contributions this Net Generation has to offer."

?Frederick W. Smith, Chairman, President & CEO, FedEx

“Don Tapscott is one of the world’s leading cyber gurus.”

?Al Gore

About the Author

Don Tapscott is Chairman of the nGenera Innovation Network and an adjunct professor of management at the Joseph L. Rotman School of Management, University of Toronto. He is an international bestselling author or coauthor of eleven books, including *Wikinomics*, *Paradigm Shift*, and *The Digital Economy*. Link in with the net generation at grownupdigital.com.

Users Review

From reader reviews:

Agustin Thornsberry:

In this 21st centuries, people become competitive in every single way. By being competitive currently, people have do something to make all of them survives, being in the middle of often the crowded place and notice by surrounding. One thing that often many people have underestimated the item for a while is reading. Sure, by reading a publication your ability to survive enhance then having chance to endure than other is high. For yourself who want to start reading a new book, we give you that Grown Up Digital: How the Net Generation is Changing Your World book as beginning and daily reading reserve. Why, because this book is more than just a book.

Vincent Ashworth:

The e-book untitled Grown Up Digital: How the Net Generation is Changing Your World is the guide that recommended to you to learn. You can see the quality of the publication content that will be shown to you actually. The language that publisher use to explained their way of doing something is easily to understand. The article writer was did a lot of research when write the book, and so the information that they share for your requirements is absolutely accurate. You also will get the e-book of Grown Up Digital: How the Net Generation is Changing Your World from the publisher to make you a lot more enjoy free time.

Iris Wright:

Playing with family in the park, coming to see the coastal world or hanging out with good friends is thing that usually you have done when you have spare time, then why you don't try point that really opposite from that. A single activity that make you not experience tired but still relaxing, trilling like on roller coaster you already been ride on and with addition associated with. Even you love Grown Up Digital: How the Net Generation is Changing Your World, you are able to enjoy both. It is good combination right, you still wish to miss it? What kind of hangout type is it? Oh occur its mind hangout guys. What? Still don't get it, oh come on its called reading friends.

Jerri Montgomery:

This Grown Up Digital: How the Net Generation is Changing Your World is new way for you who has attention to look for some information mainly because it relief your hunger associated with. Getting deeper you upon it getting knowledge more you know or else you who still having little bit of digest in reading this Grown Up Digital: How the Net Generation is Changing Your World can be the light food for you personally because the information inside that book is easy to get by simply anyone. These books create itself in the form which can be reachable by anyone, yep I mean in the e-book application form. People who think that in reserve form make them feel tired even dizzy this e-book is the answer. So there is no in reading a publication especially this one. You can find actually looking for. It should be here for you actually. So , don't miss the idea! Just read this e-book type for your better life and knowledge.

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