



Blueprint to the Digital Economy: Creating Wealth in the Era of E-Business

By -

Book Condition: New. Ships From Canada. Sewn binding. Cloth over boards. 410 p. Audience: General/trade. From the Back Cover: Don Tapscott, bestselling author of Paradigm Shift, The Digital Economy, and Growing Up Digital is arguably today's foremost expert on the topic of information technology. Picking up where The Digital Economy left off, this groundbreaking book provides a much-needed framework for understanding the digital revolution and the impact it is making on today's businesses. Based on seminal research conducted by The Alliance for Converging Technologies, which brings together over 30 world-class organizations, Blueprint to the Digital Economy provides important insights into the emerging digital environment and how it is changing today's workplace. Together with executives from the world's leading technology, manufacturing, services, and government organizations, Tapscott and co-editors Alex Lowy and David Ticoll unveil the latest and most exciting applications of network and multimedia tec.

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