



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

By *Don Tapscott, Alex Lowy, David Ticoll*

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Building on the message of Don Tapscott's highly successful book, *The Digital Economy*, *Blueprint to the Digital Economy* offers breakthrough insights and strategies designed to help today's businesses succeed in an emerging and highly competitive digital business environment. Through first-hand accounts, top executives of world-class corporations like Kodak, IBM, Microsoft, and AT&T offer provocative examples of how their businesses used networking and multimedia technologies to achieve their individual corporate objectives.



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### Editorial Review

#### Amazon.com Review

In addition to writing bestselling books (*The Digital Economy*, *Growing Up Digital*, and *Paradigm Shift*), Don Tapscott is chairman of the Alliance for Converging Technologies, an organization with a "focus on competitive advantage in the digital economy," whose members include companies such as the Bank of Montreal Canada, Federal Express, General Motors, and Xerox. For *Blueprint to the Digital Economy*, Tapscott puts on an editor's hat and, along with Alex Lowy and David Ticoll, presents a collection of 20 articles that speak to all aspects of doing business in the digital age. The articles, written by members of the alliance, cover a wide range of topics from business design at GM and the role of banking in the digital economy to creating communities in cyberspace and the role of government in the networked world. The real strength of books in this genre is not their writing and presentation, which tend to be uneven, but rather the breadth of experience and perspective they communicate. And experience and perspective is something that this book has in spades. If you're at all interested in how business today is positioning itself for tomorrow, then *Blueprint to the Digital Economy* is definitely worth a look. --*Harry C. Edwards*

#### Review

"Tapscott's Blueprint to the Digital Economy is a "must read" for all organizations jockeying for position within the fabric of the new economy. As we continue to face the challenges of the changing landscape of competition, industry and infrastructure, Blueprint provides the most insightful examination of today's -- and tomorrow's market realities I've read yet." -- *George T. Shaheen, Managing Partner & CEO Andersen Consulting*

"Tapscott's editing team takes the reader along the path described in his earlier book, *The Digital Economy*. This collection of firsthand experiences from those most affected by digital convergence, is captivating reading. Blueprint provides concrete illustrations of how technology is creating a truly new economy. -- *Dr. Klaus Schwab, President, World Economic Forum*

If you want to know what's really required to play the digital game, you'll find genuine value in this book. Digital technology has streamlined the handling of virtually all content - numbers, words, sounds, pictures. The possibilities seem infinite. But turning concepts into profits demands rigorous thought and arduous work. By asking hard questions of the smartest people around, Don Tapscott has compiled blueprints that are already transforming products, markets, lives. -- *George M.C. Fisher, Chairman and CEO, Eastman Kodak Company*

Smart Web architects study effective business models. But where to look among the sea of competing case studies? Don Tapscott, the bestselling author of *The Digital Economy*, has asked members of the Alliance for Converging Technologies to separate the wheat from the chaff.

In a series of articles authored by ACT members, *Blueprint to the Digital Economy* lays out the rules of the new economic landscape, examines how industries have changed as a result of the digital revolution and explores the ramifications of Internet-enabled enterprise. Unlike Michael Wolff's *Burn Rate*, which chronicles one company's misfortune, *Blueprint* offers an action-oriented, insider look into companies that have hit upon successful business formulas.

It's also a chance for corporate bigwigs to recount their battles and look into their crystal balls. Some senior execs seem keen on touting their savvy business moves and altruism (Raymond J. Lane, president and COO of Oracle boasts that his company wired George Washington Carver Middle School in South Central Los Angeles), but the authors mostly offer useful case studies. GeoPartners' James Moore recounts how Eric Schmidt and John Herr leveraged the capabilities of the Internet to effectively market Java, which had begun as a research tool. Two Bell execs explain how empowering the customer can benefit the company, Carl E. Gustin shares Kodak's strategies for accommodating new technologies and Lloyd Darlington discusses how Bank of Montreal has adapted to e-business. And just about everyone describes a vision of the next killer app.

While the book has a predominantly optimistic tone, some of the contributors mix in a healthy dose of skepticism. Lane thinks we'll enter an information age only when access to information is simple and low-cost – probably in the new millennium. And Internet architect Vint Cerf warns that the Net is not a utopia but a reflection of the real world. He suggests ways to develop national and international security policies to prevent widespread Internet fraud.

We are bombarded by information these days, but knowledge remains an elusive commodity. *Blueprint* offers lessons from the likes of GM, IBM and HP, but as the authors imply, it's up to you to navigate the landscape of the emerging *Internetworked Economy*.—

— Diane Anderson -- *From The Industry Standard*

#### 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 technologies and the impact they are already having on the way we do business.

Following Tapscott's introduction, each chapter of *Blueprint* is authored by a member of the Alliance, all senior strategists and CEOs from today's most influential businesses—companies such as General Motors, Hewlett-Packard, IBM, MCI and Nortel. Each covers a core area of the digital revolution, such as transformation of financial services or the use of networks to improve organizational agility. In doing so, each of these leaders presents a vision and strategy for growth into the 21st century. *Blueprint* is sure to become a major resource for managers seeking help in responding to the tremendous changes technology is imposing on their organizations.

Building on the message of Don Tapscott's highly successful book, *The Digital Economy*, *Blueprint to the Digital Economy* offers breakthrough insights and strategies designed to help today's businesses succeed in an emerging and highly competitive digital business environment. Based on a multimillion-dollar series of research programs designed to investigate the Internet and its impact on business, the book brings together the best thinking and strategies of the world's leading technology, manufacturing, services, and government

organizations. Top executives at global corporations like General Motors, IBM, MCI, and Nortel offer provocative examples of how their businesses will use emerging networking and multimedia technologies to change the competitive stakes in their respective industries. Blueprint of the Digital Economy delivers a wealth of powerful strategies to help any business transform digital promise into bottom-line reality.

## **Users Review**

### **From reader reviews:**

#### **Annie Hendricks:**

What do you concentrate on book? It is just for students as they are still students or that for all people in the world, what best subject for that? Just simply you can be answered for that query above. Every person has diverse personality and hobby for each and every other. Don't to be pressured someone or something that they don't want do that. You must know how great and important the book Blueprint to the Digital Economy: Creating Wealth in the Era of E-Business. All type of book could you see on many methods. You can look for the internet options or other social media.

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#### **Ryan Fox:**

This Blueprint to the Digital Economy: Creating Wealth in the Era of E-Business is completely new way for you who has intense curiosity to look for some information mainly because it relief your hunger of knowledge. Getting deeper you upon it getting knowledge more you know or you who still having little digest in reading this Blueprint to the Digital Economy: Creating Wealth in the Era of E-Business can be the light food for yourself because the information inside this specific book is easy to get by simply anyone. These books produce itself in the form which can be reachable by anyone, yes I mean in the e-book application form. People who think that in e-book form make them feel tired even dizzy this reserve is the answer. So there is not any in reading a publication especially this one. You can find actually looking for. It should be here for anyone. So , don't miss the item! Just read this e-book sort for your better life along with knowledge.

#### **Kimberly Foust:**

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