



Podcast Interview with Don Tapscott, Co-Author of "Wikinomics: How Mass Collaboration Changes Everything"

This is the next blog in the **continuing series** of interviews with leading professionals. In this blog, I interview **Don Tapscott**, amongst the world's foremost authorities on business Strategy. Don is Chief Executive of International Think Tank, **New Paradigm**; Best Selling Author; Top-Ranking Speaker and Thought Leader. Don's work has received recommendations from the world's top CEOs. This endorsement means you need to get connected to his ideas too! Don coined many of the familiar terms you hear today and his ideas typically proceed disruptive revolutions in technology, business, and society. I enjoyed doing the interview and I know you will get some great insights from Don.

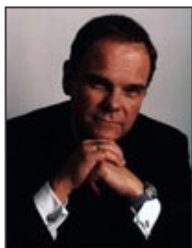
I encourage you to share your thoughts here on these interviews or send me an e-mail at sibaraki@cips.ca.

Enjoy!

Stephen Ibaraki, **FCIPS, I.S.P., MVP**

- [View the Interview Time Index \(MM:SS\) and Topics](#)
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About Don Tapscott



Don Tapscott, one of the world's leading authorities on business strategy, is Chief Executive of international think tank New Paradigm. Founded in 1993, New Paradigm produces groundbreaking research focused on the role of technology in productivity and business design, effectiveness and competitiveness.

Tapscott recently completed a two-year, \$8 million investigation of how firms will innovate in the 21st century entitled, "IT and Competitive Advantage", funded by 30 global corporations. The project continues in 2007; and "The Net Generation Strategic Investigation," focuses on the impact of the Net Generation as consumers and employees. The global phase of this

program is now in progress.

Tapscott is the author of 11 widely read books about information technology in business and society, including *"Paradigm Shift"*, *"Growing Up Digital"*, and *"The Naked Corporation"*. His new book (January 2007), co-authored with Anthony Williams, is *"Wikinomics: How Mass Collaboration Changes Everything"*. His work has been published in the *Wall Street Journal*, *New York Times*, *The Economist*, *Optimize Magazine*, *CIO Magazine*, *Wired* and other prominent publications.

Don Tapscott is one of the world's most sought-after speakers, keynoting over 1000 conferences, executive planning sessions and other gatherings since New Paradigm was founded. He has presented to over half of the CEOs of the Fortune 500 companies, and has shared the stage with Heads of State such as President Bill Clinton, CEOs such as Sam Palmisano (IBM), Steve Balmer (Microsoft) and A.G. Lafley (Procter & Gamble), as well as social leaders such as Klaus Schwab (World Economic Forum) and Linus Torvalds (Linux). The prestigious Leigh Lecture Bureau praises him as an "enthraling, brilliant and inspiring orator". Don is often described by customers as the most effective speaker they have ever had.

Tapscott is adjunct professor of management at the Joseph L. Rotman School of Management, University of Toronto. His clients include top executives of many of the world's largest corporations, and government leaders from many countries. He holds a master's degree in Research Methodology and two Doctor-of-Laws (Hon).

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Full biography is available at: <http://newparadigm.com/default.asp?action=category&ID=40>

Posted: Tuesday, September 25, 2007 8:00 AM by [cdnitmgr](#)

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Business » Podcast Interview with Don Tapscott, Co-Author of "Wikinomics: How ... said:

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September 25, 2007 9:40 AM

Em said:

Grassroots innovation will change everything.

September 25, 2007 6:28 PM

Anne T said:

Great interview and he's Canadian! I can see how management within IT organizations will change based upon mass collaboration.

September 25, 2007 6:52 PM

Stephen Ibaraki, FCIPS, ISP, sibaraki@cips.ca said:

Don won the Gary Hadford Award for Professional Achievement from CIPS so his thought leadership does resonate. I agree with you Em that grassroots will change how we manage and do things including in IT. And this reinforces what you are saying too Anne. Companies should look at this sooner than later.

Cheers,

Stephen

October 2, 2007 9:51 AM

Stephen Ibaraki, FCIPS, ISP, sibaraki@cips.ca said:

Wikinomics Short-Listed for Prestigious Business Book Award

Each year, a small group of business books stand out from the crowd as the most influential and thought-provoking – books that assist industry leaders in making market-shaping decisions. This year, *Wikinomics: How Mass Collaboration Changes Everything* by Don Tapscott and Anthony D. Williams has been named to this select group as one of six finalists for the prestigious Financial Times and Goldman Sachs Business Book of the Year Award.

Wikinomics, which explains how winning companies innovate and succeed in the emerging Age of Collaboration, generated excitement in the business community when it was published earlier this year. John Chambers, president and CEO of Cisco Systems, says "*Wikinomics* captures and explains the essential nature of the next generation of the Internet," and calls *Wikinomics* "an insightful, engaging and very important book." Google CEO Eric Schmidt says the book "heralds the biggest change in collaboration to date," and A.G. Lafley, CEO of Procter & Gamble calls it "an important book." Tapscott and Williams explain in the book how millions of people are now using their knowledge, resources, and computing power to self-organize into a massive collective force – creating the first global platform for collaboration.

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This year's competition for the Business Book of the Year Award drew more than 150 entries. The judges include such luminaries as Lionel Barber, editor of Financial Times; Lloyd C. Blankfein, chairman and chief executive officer of Goldman Sachs; Jeffrey Garten, Professor of International Trade, Finance and Business at the Yale School of Management; and Sir Martin Sorrell, chief executive of WPP. Judges selected the finalists from 15 titles chosen by Financial Times editors. The panel looked for publications that provide "the most compelling and enjoyable insight into modern business issues, including management, finance and economics."

Previous winners of this prestigious award, which was established by Financial Times and Goldman Sachs in 2004, include Thomas Friedman for *The World is Flat* in 2005, and James Kyngé, whose *China Shakes the World* was awarded Best Business Book in 2006. The winner of this year's award will be announced October 25 in London.

October 9, 2007 10:31 AM

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