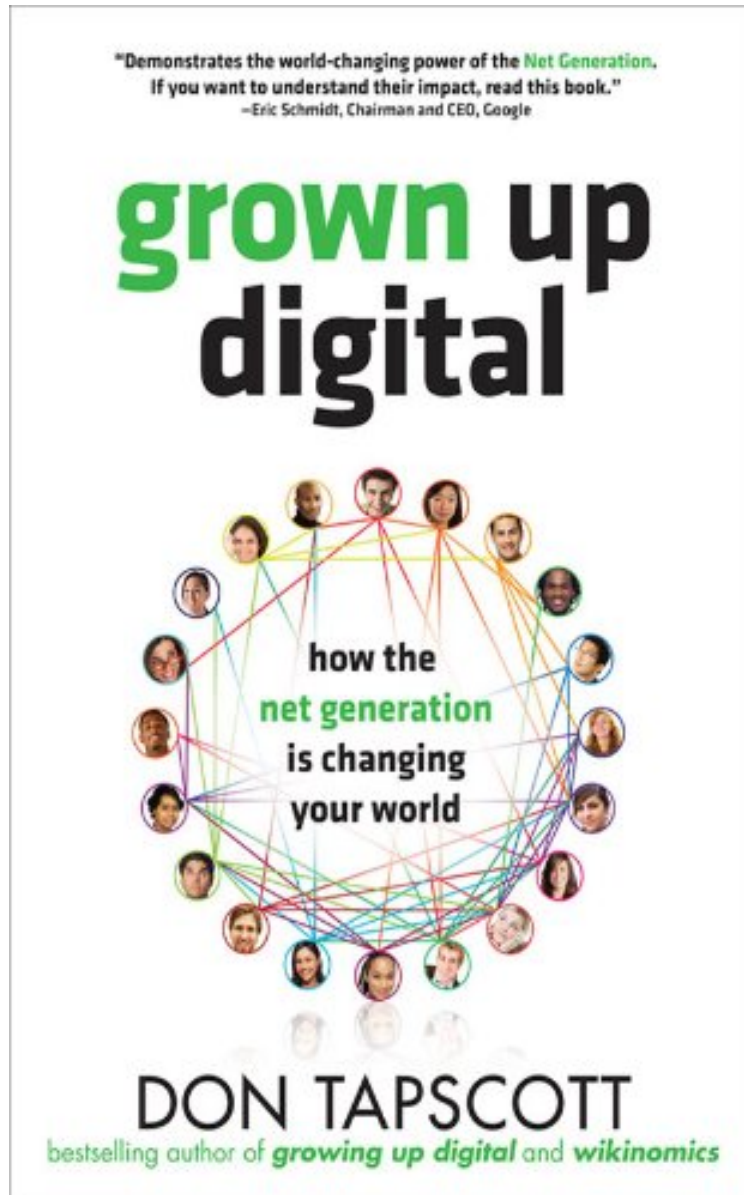


Grown Up Digital: How the Net Generation is Changing Your World

Don Tapscott

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Don Tapscott : Grown Up Digital: How the Net Generation is Changing Your World before purchasing it in order to gage whether or not it would be worth my time, and all praised Grown Up Digital: How the Net Generation is Changing Your World:

58 of 59 people found the following review helpful. Long on description short on prescription -- good reference not a

must read now

By Mark P. McDonald I had high expectations for this book based on Tapscott's prior work, the fact that this is based on a multi million-dollar study, and that Net Generation is coming into the workforce. I did not think that my expectations were too high, but I may be wrong, as *Grown Up Digital* did not deliver for me. It is long on description and short on prescription. It's a good book, but not one that shapes your thinking like Tapscott's *Wikinomics* book, nor does it break significant new ground relative to all the other books covering this subject. I put this book down several times for weeks, to read other books, so it is more of a reference than a must read. I would recommend reading *Plugged In* by Tamara Erickson as I think it's a better business book, one that is more focused and more valuable to readers than *Grown Up Digital*. I reviewed that book as well and found some issues, but it provides a more succinct, actionable and insightful focus - which were things that I had hoped for here.

Strengths: The book is comprehensive in its description and treatment of the Net Generation and describing this generation as a group with its own values and behaviors that will have an impact on society. The book looks at the Net Generation from different perspectives in terms of their impact on the workplace, society, education, etc. The book provides some brief caricatures of the net generation so they are able to speak in their own words what is going on.

Challenges: The primary challenge is the book's single dimensional view of the net generation in terms of their adoption and use of technology. It does not take into account that this group grew up under a period of relative social, political and economic stability. Nor does it consider the future of being anything but a straight-line progression of the world in 2006. The economic conditions will be definitional to this generation, but unending growth and prosperity was an assumption beneath this book. The book treats this generation as a single block; they are all well educated, western leaning, capitalism supporting, environmentally conscious individuals. Such stereotyping does not take into account the fact that any generation is made up of diverse people, with different backgrounds, needs and ambitions. I had hoped that the breadth of Tapscott's research would have done more than paint every net generation person the same. The book repeats itself using the same assertions as answers for the different chapters. The fact that the net generation wants choice, customization, freedom and the like are all true, but Tapscott uses choice as the answer for every problem ranging from the workplace to society. That broad brush is too simplistic. The book fawns over the net generation believing that they can do no wrong. This is a critical challenge in the book, as Tapscott does not seem able to look at this generation from an unbiased perspective. You see this in Tapscott's response to people who have been critical of this generation; he basically dismisses these comments or explains them away. He labels people who have a less than rosey view as *nGenerationphobic* -- this labeling is a bad sign not found in his other work. Tapscott has personalized the 'do no wrong' in this generation throughout the book by referring to his children as the epitome of this generation and all that it can do. That personalization limits his objectivity and colors the value of the insights. Tapscott frequently refers to his project being 'definitive on this generation' however he does not show much if any of the data from this multi-million dollar study. He does quote data from other people's studies to the degree that it supports his argument. It would have been nice to see some of the data that is so definitive. The whole issue of the Net Generation has been the focus of Don Tapscott's work for most of his career. I was hoping for more in this book, the result of a multi-million dollar study that seeks to be definitional about this generation. I have great hopes for the Net Generation, as do we all. This book is helpful in understanding that generation, but not powerful enough to define a generation that holds the future in their hands.

3 of 3 people found the following review helpful. Good perspectives - look a bit deeper

By Bruce E. Wood The author's observations about the influence of technology on NetGeners opens up some interesting and enlightening distinctions for this Boomer. From an adult development theory perspective, there are likely other, more fundamental factors at play. Specifically, at the Diplomat stage - where many teens and young adults are growing through - the importance of fitting in with peers is of paramount importance. Self-identity is strongly linked to the group identity - peer pressure/need to conform frequently masquerades as collaboration. Regarding Boomers, some of the differences from NetGeners the author cites may result from foundational differences in stage - such as linking self-esteem to knowing the right answer or self-identity based on personal, individual achievement. Later stages of adult development exhibit a more genuinely collaborative model. Leaders and coaches will benefit from applying the lessons provided. All in all, an interesting treatment of the manifestations of technology on how different generations adopt, adapt, and see the world.

0 of 0 people found the following review helpful. Extensive treatment in understanding Generation Y

By Murray Brown This book serves as an excellent introduction to Generation Y. Full of research and data it paints a picture of this generation that is wide ranging and very interesting. In places I felt the reliance on his experiences with his own children and their friends skewed his objectivity. The book also tended to be somewhat repetitive, but these points aside it is a read I would recommend.

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 Generations" 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.

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, Whose 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 nGenera Insight and an adjunct professor of management at the Joseph L. Rotman School of Management, University of Toronto. He is an international bestselling author/coauthor of eleven books, including Wikinomics, Paradigm Shift, and The Digital Economy.