MACROWIKINOMICS:
Rebooting Business and the World

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"A masterpiece. An iconic and defining book for our time. Macrowikinomics shows us a future ready to be shaped (and saved) by a global network of extracurricular thinkers. Take heart and take heed. Technology has shrunk the world so we can grow it anew. And the seeds are all in here." —MARK PARKER, CEO, Nike Inc.

MACROWIKINOMICS
REBOOTING BUSINESS
AND THE WORLD

DON TAPSCOTT and
ANTHONY D. WILLIAMS
Bestselling authors of Wikinomics
The Rise of the Age of Networked Intelligence
Current Crisis
A Turning Point in History: Rebooting Our Institutions
A Burning Platform for Change
Four Drivers for Change

WEB 2.0

THE ECONOMIC REVOLUTION

THE NET GENERATION

THE SOCIAL REVOLUTION
5 Principles for the Age of Networked Intelligence

Collaboration

Openness

Sharing

Interdependence

Integrity
Collaboration: From Mass Production to Mass Collaboration

- **Self-Organization**
- **Value Creation**
- **Traditional Hierarchy**

**Critical Resources**
- Physical
- Financial
- Knowledge

**Extended Enterprise**

**Mass Collaboration**

**Business Webs**
Sharing: Have a Portfolio of IP, Some Shared, Some Not
Interdependence: The Four Pillars of Society
Integrity:
Three Values

- Honesty
- Consideration
- Accountability
5 Principles for the Age of Networked Intelligence

- Collaboration
- Openness
- Sharing
- Interdependence
- Integrity
A Turning Point in History: Rebooting Our Institutions
A Turning Point in History: Rebooting Our Institutions
OLD:
The Industrial Age Corporation
NEW:
Local Motors

IN THE MEANWHILE...

RALLY FIGHTER • BOSTON BULLET • DESMOSEDICI RRZ • GREEN APPLE • MIAMI ROADSTER • MORE CARS

What is Local Motors?
Small explanation of local motors info

Design a Car
The Local Motors Design Process

Buy an Experience
A unique Purchasing Experience

Build it
Build your own car and drive it home
How do you create a vibrant marketplace where you leverage other people's talents, ideas and assets quickly and move on?

P&G’s Larry Huston: “Alliances and joint ventures don't open up the spirit of capitalism within the company. They're vestiges of the central planning approach when instead you need free market mechanisms.”
A Turning Point in History: Rebooting Our Institutions
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NEW:
Open Models Company & Risk Management 2.0

The Open Models Company

The shortcomings of the "black box" process for valuing complex securities have contributed to the market disruption we are witnessing today, as well as the call by Congress and government regulators for greater transparency, culminating in demands that OTC derivatives move toward standardization and exchange trading.

The Open Models Company (OMC) provides an alternative route to address the need for transparency, a route that will be less intrusive to the financial industry. Founded in 2009, OMC will build and operate an open, collaborative financial modeling platform for the valuation of complex and structured investment instruments.

The OMC platform will open the modeling process to a wide group of participants, allowing them to collaborate over an online platform (the Risk Wiki) to develop the model code as well as to determine the appropriate data and input assumptions. Participant submissions will be reviewed by dedicated OMC professionals to ensure quality control over the consensus model for each security.

Applying this open, mass collaborative approach to modeling will lead to broadly accepted valuations and to increased transparency for complex and specialized instruments. OMC will position its platform as an industry standard that can be relied upon by regulators.
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E2 CLUB OWNERS SENTENCED TO 2 YEARS IN JAIL

JUSTICE OR SCAPEGOATS?

“The motive here was nothing more than pure greed,” said a prosecutor after a judge sentenced the men who owned the E2 nightclub, site of the 2003 stampede that left 21 people dead. But Rep. Bobby Rush, speaking on behalf of the pair, had a different view of the case: “Justice has not prevailed.” | PAGE 5
NEW:
The Huffington Post?

FED CHIEF WARNS CONGRESS: DON'T CUT SPENDING
Bernanke Bucks Conventional Wisdom On Spending, Warns Of 'Fragile Recovery'

Unemployment Benefits Lapse, Cause Panic And Confusion For Jobless

Comments (2,399) | Financial Crisis
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OLD:
United Nations Climate Change Conference 2009
NEW:
Platforms for Learning & Action
NEW:
Crowdsourcing Crisis Information

Support Disaster Relief in Haiti
Get involved in the relief effort in Haiti, track information in real-time and volunteer.

Donate Now or Haiti Live

Join up!
Ushahidi is a free and open source project with developers hailing from Kenya, Ghana, South Africa, Malawi, Netherlands and the USA working on it. There are some significant technological challenges and we are always looking for help.

JOIN

What it does?
The Ushahidi Platform allows anyone to gather distributed data via SMS, email or web and visualize it on a map or timeline. Our goal is to create the simplest way of aggregating information from the public for use in crisis response.

MORE

What is Ushahidi?
Watch The Video

Download Ushahidi
VERSION 1.0 - "MOGADISHU"

Deployments
Sudan Vote Monitor
Using SMS to monitor elections in the Sudan
More deployments here

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NEW:
Loans that Save Lives

Kiva connects people through lending to alleviate poverty.

Impact This Week
3,292 entrepreneurs funded.

Recent Activity
Mahamadou Diabaté's Loan
9 people shared this.

Angela Karina Panezo Dominguez's Loan
5 people shared this.

Meet Kiva's Newest Partner in Honduras!
4 people shared this.

Maria Alicia Del Carmen Bonilla De Mejia's Loan
5 people shared this.

Kiva Lending Team: Roger Williams University
4 people shared this.

Featured Entrepreneurs
Srey-em Soy
Cambodia
Grocery Store
Mrs. Srey-em Soy (in the photo) and her husband, Mr. Sam Soi, have been married since 2005. They have one son and one...

$25
LEND NOW

$1,000
57% raised

More Featured Entrepreneurs
The Timeline

**Phase I: Input (April to November 2009)**
- Interaction within over fifty Global Agenda Councils and among all stakeholders with aim of identifying and addressing major deficiencies in international cooperation.

**Phase II: Feedback and Review (December 2009 to February 2010)**
- All World Economic Forum communities will be integrated to comment on the ideas and proposals emerging from the Global Agenda Councils.

**Phase III: Finalization of recommendations (February to April 2010)**
- Based on the feedback from these communities, the Forum and its individual Global Agenda Councils will elaborate a final report of systemic and issue-specific recommendations.

**Phase IV: May 2010 and beyond**
- Leveraging modern communication processes, the public and governments around the world will be invited to engage in a discussion about how to raise the ambition level for reform. All stakeholder communities involved, particularly the Global Agenda Councils, will continue to monitor implementation and refine the proposals.

[Diagram showing the timeline and key dates related to the Global Redesign Initiative]
A Turning Point in History: Rebooting Our Institutions

The Industrial Age Corporation

The Financial System

The Newspaper

The Nation State & Global Problem Solving

The University

Government

Democracy

Work

Media & Entertainment

Science

Health Care

The Energy Platform

Transportation

Social Justice

Regulation

The Cities

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OLD:
‘One Size Fits All’ Lectures
The Model of Pedagogy: The Reinvention of Education

OLD
- Teacher focused
- One-way
- One size fits all
- Student Isolated

NEW
- Student focused
- Multi-way
- Customized
- Collaborative
NEW:
The ‘Meta-University’

With the growing open access movement we are seeing the early emergence of a meta-university – a transcendent, accessible, empowering, dynamic, communally constructed framework of open materials and platforms on which much of higher education worldwide can be constructed or enhanced.

-- Charles M. Vest, President Emeritus, MIT
NEW:
The ‘Meta-University’: OpenCourseWare

Unlocking Knowledge, Empowering Minds.

Free lecture notes, exams, and videos from MIT. No registration required.

>Learn more
A Turning Point in History: Rebooting Our Institutions
A Turning Point in History:
Rebooting Our Institutions
Vertically Integrated Hierarchical Corporation

Industrial Age Government Bureaucracy
NEW: 21st Century Networks
NEW: Co-Innovating New Services with Citizens
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A Turning Point in History: Rebooting Our Institutions
OLD:
Smear Campaigns and Marketing

“...Leitzell is not ready.”

“...a denial of the foremost challenge facing the next mayor and City Hall.” (DAYTON DAILY NEWS, 10/16/09)

“...there is a disconnect between him and the real-world problems of a city hall.” (DAYTON DAILY NEWS, 10/16/09)

“He is a stay-at-home father who paints miniature figurines to add to the family income.” (DAYTON DAILY NEWS, 10/16/09)

“...nothing in his background suggests readiness to be mayor...” (DAYTON DAILY NEWS, 10/16/09)

Say No to the Republicans’ Leitzell.
No experience. Bad judgment. All WRONG for Dayton.

You Wouldn’t Hire Someone Who Said.

“The worse thing that could happen ... is that I get elected, because then I would have to do the job.”
Gary Leitzell

You Shouldn’t Elect Leitzell Either!

Say No to Republicans’ Candidate Gary Leitzell.
No experience.
Bad judgment.
All wrong for Dayton.

Is what you see what you’d get?

They need more than an airbrush to make their policies appealing - click here for more
NEW: Models of Citizen Engagement

Habitat jam

An unprecedented online global conversation about what matters most to you

December 1-3, 2005
Open Innovation Portal
Join our online community and help bring Innovation to Education!

Collaborate

Contribute your ideas
Collaborate on solutions
Find partners and resources

Investing in Innovation

James H. Shelton III, Assistant Deputy Secretary for Innovation and Improvement

In February 2009, President Obama stood before a joint session of Congress and announced that by 2020 the United States would once again have the highest percentage of college-educated adults in the world.

We need new solutions to achieve that ambitious goal, and as a nation we cannot afford to fail. Soon, the Department of Education will request applications to the Investing in Innovation (i3) fund, which will support the development of path-breaking new ideas, the validation of approaches that have demonstrated promise, and the scale-up of our nation’s most successful and proven education innovations.
NEW: A Second Wave of Democracy

If the first wave of democracy established elected and accountable institutions of governance, but with a weak public mandate and an inert citizenry ...

... the second wave will be characterized by strong representation and a new culture of public deliberation built on active citizenship
## NEW: Citizen Engagement Initiatives

| IDEA ZONE          | • Moderated brainstorming  
|                    | • Workshops  
|                    | • Focus groups  
|                    | • Policy networks  
|                    | • Challenges  
| EDUCATION ZONE     | • Policy portals  
|                    | • Targeted communications  
| RECOMMENDATION ZONE| • Citizen juries  
|                    | • Commissions  
|                    | • Question periods  
|                    | • Town halls  
|                    | • Solicited Feedback  
|                    | • Deliberative Polling  
|                    | • Polling  
| DECISION ZONE      | • Elections  
|                    | • Referenda  

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NEW: A New Operating Platform to Power the Collaborative Enterprise

1. Personal Profiles (based on people)
2. Industrial Strength Social Networking
3. Blogging and Microblogging
4. Wikis and Document Co-creation
5. Ideastorms
6. Team Project Tools
7. Deliberation-Decision Making
8. New Generation Knowledge Management
9. IT Integration and Administration
NEW: A New Operating Platform to Power the Collaborative Enterprise

People Centric
- jive
- moxie Software
- Rypple

Domain Centric
- Ping
- Salesforce Chatter
- iTunes Ping (Music)

Social Networking Centric
- Skype
- Facebook
- LinkedIn
- Twitter

ERP Centric
- Oracle
- SAP
- Microsoft Dynamics

Decision Centric
- Appian
- CogNOS
- BusinessObjects
- Matlab

Document Centric
- Google
- Microsoft SharePoint
- W

Process Centric
- Lombardi
- K2

Business Intelligence Centric
- IBM SPSS

Predictive Analytics Centric
NEW: Collaborative Working Spaces
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Paradigm shifts involve dislocation, conflict, confusion, uncertainty. New paradigms are nearly always received with coolness, even mockery or hostility. Those with vested interests fight the change. The shift demands such a different view of things that established leaders are often last to be won over, if at all.
“A masterpiece. An iconic and defining book for our time. Macrowikinomics shows us a future ready to be shaped (and saved) by a global network of extracurricular thinkers. Take heart and take heed. Technology has shrunk the world so we can grow it anew. And the seeds are all in here.” —MARK PARKER, CEO, Nike Inc.

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The Age of Networked Intelligence