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**Título:** Wikinomics: How Mass Collaboration Changes Everything

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The word "wiki" means "quick" in Hawaiian, and here author and think tank CEO Tapscott (The Naked Corporation), along with research director Williams, paint in vibrant colors the quickly changing world of Internet togetherness, also known as mass or global collaboration, and what those changes mean for business and technology. Wikipedia, the online encyclopedia written, compiled, edited and re-edited by "ordinary people" is the most ubiquitous example, and its history makes remarkable reading. But also considered are lesser-known success stories of global collaboration that star Procter & Gamble, BMW, Lego and a host of software and niche companies. Problems arise when the authors indulge an outsized sense of scope-"this may be the birth of a new era, perhaps even a golden one, on par with the Italian renaissance, or the rise of Athenian democracy"-while acknowledging only reluctantly the caveats of weighty sources like Microsoft's Bill Gates. Methods for exploiting the power of collaborative production are outlined throughout, an alluring compendium of ways to throw open previously guarded intellectual property and to invite in previously unavailable ideas that hide within the populace at large. This clear and meticulously researched primer gives business leaders big leg up on mass collaboration possibilities; as such, it makes a fine next-step companion piece to James Surowiecki's 2004 bestseller The Wisdom of Crowds.