

Growing Up Digital: The Rise of the Net Generation (Oracle Press Series)

Content

Growing Up Digital: The Rise of the Net Generation (Oracle Press Series) by Don Tapscott.

...

The bestselling book announcing the arrival of the Net Generation--those kids who are growing up digital--now in paperback. Heralded by Library Journal as one of the Best Business Books of 1997, Growing Up Digital tells how the N-Generation is learning to communicate, work, shop and play in profoundly new ways--and what implications this has for the world and business.

Growing Up Digital offers an overview of the N-Generation, the generation of children who in the year 2000 will be between the ages of two and twenty-two. This group is a "tsunami" that will force changes in communications, retailing, branding, advertising, education, etc. Tapscott commends that the N-Generation are becoming so technologically proficient that they will "lap" their parents and leave them behind.

The book also demonstrates the common characteristics of the N-Generation:

acceptance of diversity, because the Net doesn't distinguish between racial or gender identities, curiosity about exploring and discovering new worlds over the Internet and assertiveness and self-reliance, which result when these kids realize they know more about technology than the adults around them.

The bestselling book announcing the arrival of the Net Generation--those kids who are growing up digital--now in paperback. Heralded by Library Journal as one of the Best Business Books of 1997, Growing Up Digital tells how the N-Generation is learning to communicate, work, shop and play in profoundly new ways--and what implications this has for the world and business.

Growing Up Digital offers an overview of the N-Generation, the generation of children who in the year 2000 will be between the ages of two and twenty-two. This group is a "tsunami" that will force changes in communications, retailing, branding, advertising, education, etc. Tapscott commends that the N-Generation are becoming so technologically proficient that they will "lap" their parents and leave them behind.

The book also demonstrates the common characteristics of the N-Generation:

acceptance of diversity, because the Net doesn't distinguish between racial or gender identities, curiosity about exploring and discovering new worlds over the Internet and assertiveness and self-reliance, which result when these kids realize they know more about technology than the adults around them.

The bestselling book announcing the arrival of the Net Generation--those kids who are growing up digital--now in paperback. Heralded by Library Journal as one of the Best Business Books of 1997, Growing Up Digital tells how the N-Generation is learning to communicate, work, shop and play in profoundly new ways--and what implications this has for the world and business.

Growing Up Digital offers an overview of the N-Generation, the generation of children who in the year 2000 will be between the ages of two and twenty-two. This group is a "tsunami" that will force changes in communications, retailing, branding, advertising, education, etc. Tapscott commends that the N-Generation are becoming so technologically proficient that they will "lap" their parents and leave them behind.

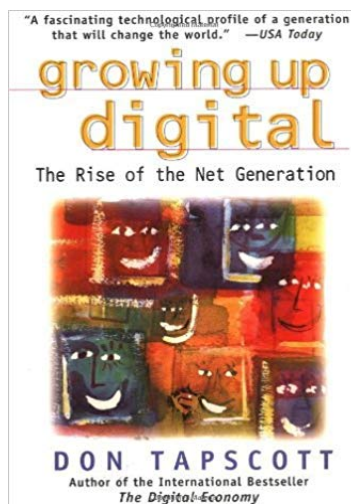
The book also demonstrates the common characteristics of the N-Generation:

acceptance of diversity, because the Net doesn't distinguish between racial or gender identities, curiosity about exploring and discovering new worlds over the Internet and assertiveness and self-reliance, which result when these kids realize they know more about technology than the adults around them.

Growing Up Digital: The Rise of the Net Generation (Oracle Press Series)

Download:

[**\[PDF\] Growing Up Digital: The Rise of the Net Generation \(Oracle Press Series\).pdf \(2278 KB\)**](#)



Similar kindle ebooks:

Sams Teach Yourself Mac OS X Lion in 10 Minutes (Sams Teach Yourself -- Minutes) - By Brad Miser

[\[PDF\] Sams Teach Yourself Mac OS X Lion in 10 Minutes \(Sams Teach Yourself -- Minutes\).pdf](#)

Sams Teach Yourself Android Application Development in 24 Hours: Sams Teac Your Andr Appl D_2 - By Lauren Darcey

[\[PDF\] Sams Teach Yourself Android Application Development in 24 Hours: Sams Teac Your Andr Appl D_2.pdf](#)

Professional Papervision3D (Wrox Programmer to Programmer) - By Michael Lively

[\[PDF\] Professional Papervision3D \(Wrox Programmer to Programmer\).pdf](#)

GlassFish Security - By Masoud Kalali

[\[PDF\] GlassFish Security.pdf](#)

Software Metrics and Software Metrology - By Alain Abran

[\[PDF\] Software Metrics and Software Metrology.pdf](#)

Relational Databases Ebook - By Arun Jagota

[\[PDF\] Relational Databases Ebook.pdf](#)

Adapting Configuration Management for Agile Teams: Balancing Sustainability and Speed - By Mario E. Moreira

[\[PDF\] Adapting Configuration Management for Agile Teams: Balancing Sustainability and Speed.pdf](#)

New Generation Internet Connection - By Charles Harper

[\[PDF\] New Generation Internet Connection.pdf](#)

An Introduction to UMTS Technology: Testing, Specifications and Standard Bodies for Engineers and Managers - By Faris Muhammad

[\[PDF\] An Introduction to UMTS Technology: Testing, Specifications and Standard Bodies for Engineers and Managers.pdf](#)

Hacking Vim 7.2 - By Kim Schulz

[\[PDF\] Hacking Vim 7.2.pdf](#)

VirtualBox 3.1: Beginner's Guide - By Alfonso V. Romero

[\[PDF\] VirtualBox 3.1: Beginner's Guide.pdf](#)

10 Steps to Fix Your Slow PC. - By Avin Samtani

[\[PDF\] 10 Steps to Fix Your Slow PC..pdf](#)

The Testing Planet - Issue 5 - July 2011 - By Rob Lambert

[\[PDF\] The Testing Planet - Issue 5 - July 2011.pdf](#)

Agile Analytics: A Value-Driven Approach to Business Intelligence and Data Warehousing (Agile Software Development Series) - By Ken W. Collier

[\[PDF\] Agile Analytics: A Value-Driven Approach to Business Intelligence and Data Warehousing \(Agile Software Development Series\).pdf](#)

OS X Lion : premiers pas (French Edition) - By Nicolas Furno

[\[PDF\] OS X Lion : premiers pas \(French Edition\).pdf](#)

How to Count (Programming for Mere Mortals Book 1) - By Steven Frank

[\[PDF\] How to Count \(Programming for Mere Mortals Book 1\).pdf](#)

Mac OS X 10.7 Lion: the Ars Technica Review - By John Siracusa

[\[PDF\] Mac OS X 10.7 Lion: the Ars Technica Review.pdf](#)

Mac OS X Lion Pocket Guide (Peachpit Pocket Guide) - By Jeff Carlson

[\[PDF\] Mac OS X Lion Pocket Guide \(Peachpit Pocket Guide\).pdf](#)

Documentum 6.5 Content Management Foundations - By Pawan Kumar

[\[PDF\] Documentum 6.5 Content Management Foundations.pdf](#)

Moodle 1.9 for Teaching Special Education Children (5-10): Beginner's Guide - By Vanesa S. Olsen

[\[PDF\] Moodle 1.9 for Teaching Special Education Children \(5-10\): Beginner's Guide.pdf](#)

Training Materials 2Q2012 (Information Security Awareness Training 2Q2012) - By Chris Inskeep

[\[PDF\] Training Materials 2Q2012 \(Information Security Awareness Training 2Q2012\).pdf](#)

ODP.NET Developer's Guide: Oracle Database 10g Development with Visual Studio 2005 and the Oracle Data Provider for .NET - By Jagadish Chatarji Pulakhandam

[\[PDF\] ODP.NET Developer's Guide: Oracle Database 10g Development with Visual Studio 2005 and the Oracle Data Provider for .NET.pdf](#)

BlackBerry Enterprise Server for Microsoft Exchange - By Mitesh Desai

[\[PDF\] BlackBerry Enterprise Server for Microsoft Exchange.pdf](#)

Mac OS X Lion: Peachpit Learning Series - By Robin Williams

[\[PDF\] Mac OS X Lion: Peachpit Learning Series.pdf](#)

Algorithms and Parallel Computing (Wiley Series on Parallel and Distributed Computing) - By Fayez Gebali

[\[PDF\] Algorithms and Parallel Computing \(Wiley Series on Parallel and Distributed Computing\).pdf](#)

Roundtable on Technical Leadership (SHAPE Forum Dialogues Book 1) - By Gerald M Weinberg

[\[PDF\] Roundtable on Technical Leadership \(SHAPE Forum Dialogues Book 1\).pdf](#)

Design for Reliability: Information and Computer-Based Systems - By Eric Bauer

[\[PDF\] Design for Reliability: Information and Computer-Based Systems.pdf](#)

Oracle 11g Streams Implementer's Guide - By Ann L. R. McKinnell

[\[PDF\] Oracle 11g Streams Implementer's Guide.pdf](#)

Joomla! 1.5 Multimedia - By Allan Walker

[\[PDF\] Joomla! 1.5 Multimedia.pdf](#)

eReader Book Descriptions (and Reviews) - By Cynthia Marr

[\[PDF\] eReader Book Descriptions \(and Reviews\).pdf](#)

Oracle Database 11g - Underground Advice for Database Administrators - By April C. Sims

[\[PDF\] Oracle Database 11g - Underground Advice for Database Administrators.pdf](#)

Video conferencing, with Mac OS X Lion - By Scott McNulty

[\[PDF\] Video conferencing, with Mac OS X Lion.pdf](#)

Learning MonoTouch: A Hands-On Guide to Building iOS Applications with C# and .NET - By Michael Bluestein

[\[PDF\] Learning MonoTouch: A Hands-On Guide to Building iOS Applications with C# and .NET.pdf](#)

Mac OS X Lion: Visual QuickStart Guide - By Maria Langer

[\[PDF\] Mac OS X Lion: Visual QuickStart Guide.pdf](#)