

# Wikinomics



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Today, encyclopedias, jetliners, operating systems, mutual funds, and many other items are being created by teams numbering in the thousands or even millions. While some leaders fear the heaving growth of these massive online communities, Wikinomics proves this fear is folly. Smart firms can harness collective capability and genius to spur innovation, growth, and success. A brilliant guide to one of the most profound changes of our time, Wikinomics challenges our most deeply rooted assumptions about business and will prove indispensable to anyone who wants to understand competitiveness in the twenty-first century.

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