



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

Don Tapscott

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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.

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