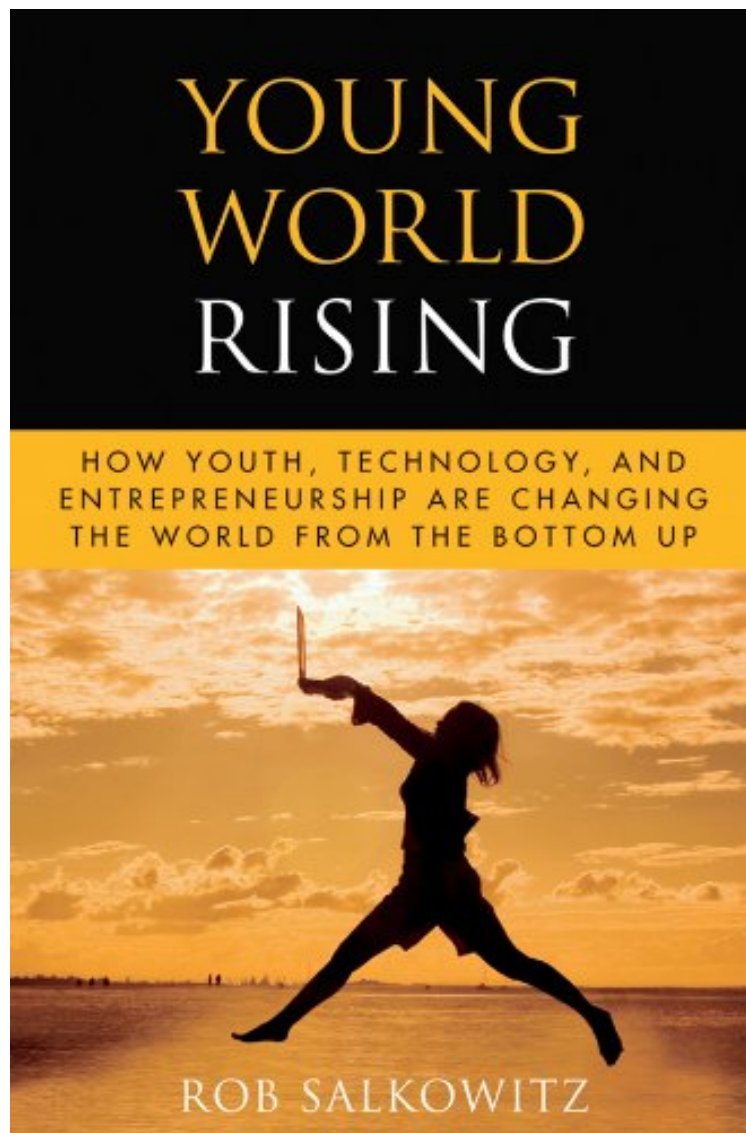


(Download free ebook) Young World Rising: How Youth Technology and Entrepreneurship are Changing the World from the Bottom Up (Microsoft Executive Leadership Series)

Young World Rising: How Youth Technology and Entrepreneurship are Changing the World from the Bottom Up (Microsoft Executive Leadership Series)

Rob Salkowitz

*ePub | *DOC | audiobook | ebooks | Download PDF*



DOWNLOAD



READ ONLINE

#1194451 in eBooks 2010-05-05 2010-05-05 File Name: B003L780X8 | File size: 37.Mb

Rob Salkowitz : Young World Rising: How Youth Technology and Entrepreneurship are Changing the World from the Bottom Up (Microsoft Executive Leadership Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised Young World Rising: How Youth Technology and Entrepreneurship are Changing the World from the Bottom Up (Microsoft Executive Leadership Series):

4 of 4 people found the following review helpful. Young World Rising an Excellent Course Textbook ChoiceBy Fremont HistoricI was made aware of Rob Salkowitz's book, Young World Rising, the summer before I taught a fall graduate level class on emerging markets in digital media. The book lays out compelling cases that support scholarship around the proposed "demographic dividend"--that countries with predominantly young populations (much of the low to middle income countries in the world), if given the right infrastructure and support will produce a new breed of entrepreneur. This "Net Generation" entrepreneur in turn will contribute to the advancement of their particular country, and will operate with a broad definition of "community," "partnerships," and "networks," based on their familiarity and use of technology, social media platforms, and general connectivity.Salkowitz is a very good storyteller and his book is written in tight, accessible prose. I appreciated that YWR provided my students concrete examples of young entrepreneurs, cross-sector partnerships, and the intersection of technology and social change. There were times where country-specific descriptions left me with questions still unanswered, but the nature of the book is snapshot and many of the cases were nascent and their stories are very much still unfolding. My students appreciated that the book shifted their thinking from "What can we in the West offer emerging markets?" and instead made them think, "What changes will the West have to make in how we engage with emerging markets given the innovation afoot?"1 of 1 people found the following review helpful. Goldmine of growth ideas for small business owners...By jgleasonThis book has helped my business partner and I generate literally a dozen ideas for the growth of our company. Although armed with a healthy dose of data and research material, the author has a terrific writing style that takes you on a journey in which you feel as if you are becoming connected with the developing world entrepreneurs in whom he discusses. On that journey the reader will discover a developing world that is rife with entrepreneurs who could easily take the world's future generations on a course toward a much more integrated worldwide business society.From searching out Young World innovators to developing Young World markets, this book contains compelling demographic evidence that small businesses in the US can find (will need to find?) ample opportunities in the developing world outside of China and Russia in the years and generations to come.0 of 0 people found the following review helpful. Sure to inspire innovation and action in Millennials far and wide!By Laura J. GoodrichFirst off, I am a huge supporter of the work of Rob Salkowitz. Secondly, Young World Rising is one of the most powerful books I've read in the last year! It addresses the immense challenges of high unemployment, under-employment and misemployment of the up-and-coming generation worldwide! In Young World Rising, Salkowitz tells powerful stories of innovation and entrepreneurship. His stories and marvelous writing style is sure to capture anyone who cares about or is a Millennial! A wake-up call for American businesses about the competitive challenges in the world ahead - more reason to invest in our young talent here today I most definitely recommend reading Young World Rising!

Young World Rising gives you an exclusive glimpse into the new trend that's transforming global business and changing the dynamics of globalization The global Millennial generation is 4.1 billion strong, and the spread of data networks is empowering them to build radically new kinds of organizations adapted to a flat and crowded world. Young World Rising takes you on a panoramic tour of the new centers of entrepreneurial innovation on five continents. Explore the dynamics driving the emergence of the Young World Demonstrate how wired Young World insurgents are reinventing entrepreneurship Get an inside look at the most innovative Young World businesses from India, Africa, Latin America and Southeast Asia Identify how your organization can capitalize on the rise of the Young World to find new talent, open new markets, identify investment opportunities and more With more than a dozen unique and in-depth case studies, Young World Rising is essential reading for every organization coming to grips with the challenges of globalization and demographic change in the 21st century.

"Every new generation gets a lot of attention, though it's not always positive. But if millennials have been scrutinized more closely than any generation since the 1960s, it's because of one factor; they're plugged deep into the internet and have the skills to make the most of its opportunities. Salkowitz's book takes this idea and runs with it, globally. He shows how tiny startups in India, Brazil and other nations whose populations trend young are building online businesses on investment shoestrings, collaborating with others in their cohort (often across borders) and creating innovative approaches to maximize minimal resources." (Delta Sky Magazine, July 2010)"I highly recommend the insightful and visionary book by Rob Salkowitz, to anyone seeking a more complete understanding of the youth based entrepreneurial ITC boom sweeping the developing world. The book will inspire governments, corporations, international organizations, and non-governmental agencies to seek fresh, market based initiatives to ensure that the entrepreneurial revolution continues without being derailed by special interests..." (BlogBusinessWorld, July 31, 2010)"The world-changing ideas of the near future might not come from settled, industrialized countries, or even from 10-ton economic gorilla China, argues Salkowitz, but from the developing world. Their populations are extremely young, driven to improve their lives, and have unprecedented access to and familiarity with technology." (CIO Magazine, July 13, 2010)"Three forces are reshaping the world of the 21st century: youth, ICT and entrepreneurship," says Rob Salkowitz in Young World Rising. While he believes these intertwined forces will have some impact in the Western world, he expects them to completely remake business in less developed nations with populations that skew

toward youth, including India, Vietnam, Nigeria, South Africa, Ghana, Mexico and Columbia. Tech-savvy twenty-something's with mobile de...From the Inside FlapIt's the business story of the decade: all around the world, young people wired with unprecedented access to networks and information technologies are poised to transform the global knowledge economy from the bottom up. Armed with new ideas, new ways to engage customers, new solutions to age-old problems, and new organizational models, businesses in youthful emerging markets like India, South Africa, Brazil, the Philippines, Nigeria, Mexico, Indonesia, Colombia, and Vietnam are changing their futures—and ours. Intelligent, timely, and compelling, *Young World Rising* by Rob Salkowitz—author of *Generation Blend* and coauthor of *Listening to the Future*—spells out how your organization can engage with these young entrepreneurs in a variety of ways to create new market opportunities and drive sustainable growth in the wake of the global recession. *Young World Rising* offers a close-up look at the emergence of a new ethos of entrepreneurship fueled by the spread of network connectivity and the titanic ambitions of a generation of young people more than 4 billion strong. It explores how the Net Generation, global in scope and marinated in digital technology, is blending social and commercial goals, reinventing organizations, and making ingenious use of networks and mobility to build an equitable economy for the twenty-first century. How can your business engage with new partners in new markets? How can you tap into the opportunities of Young World innovation and growth? How can Young World talent bolster the aging workforces of Europe and North America? What are the opportunities for cooperation—and competition—as Young World businesses rise to the fore? *Young World Rising* challenges today's organizations to keep pace with the global flood of innovation. Rich with research and studies, this book gives voice to the rising entrepreneurs around the world, exploring the similarities and differences in the attitudes of the Net Generation in developed and emerging countries. If you're curious about where the future of work is headed, you need look no further than *Young World Rising*.

From the Back Cover Praise for *YOUNG WORLD RISING* "Salkowitz identifies an exciting new trend in global business and introduces us to a fresh young cast of entrepreneurs whose ideas are literally changing the world. *Young World Rising* shakes up conventional notions of demographics, globalization, and innovation in a vision that combines hope and challenge. It's a wake-up call for the old guard, a how-to manual for forward-thinking organizations, and a call to arms for the next generation of talent." —Daniel H. Pink, author of *Drive* and *A Whole New Mind* "Great stories of the ways that collaborative approaches are solving old problems and creating new opportunities in the parts of the world that are overdue for some good news." —Don Tapscott, author of *Grown Up Digital* and coauthor of *Wikinomics* "Young World Rising combines insightful analysis and great stories that challenge old stereotypes and inspire new approaches for businesses, governments, international organizations, and NGOs. It makes a powerful case for a twenty-first century model that places entrepreneurship and innovation clearly at the center and will be a valuable guide for both policymakers and business leaders." —Ambassador Albert Ramdin, Assistant Secretary General, Organization of American States