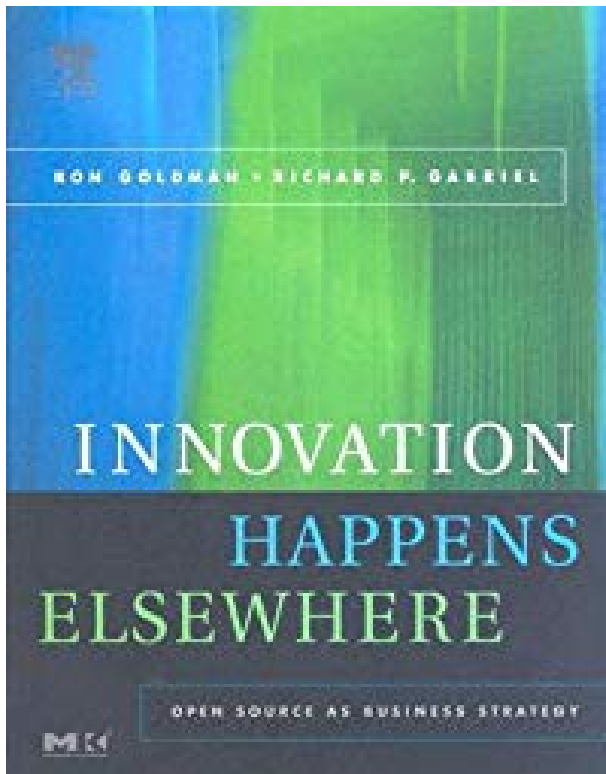


Innovation Happens Elsewhere: Open Source as Business Strategy



Author:	Ron Goldman
ISBN10:	1558608893
Goodreads Rating:	3.70
Published:	April 25th 2005 by Morgan Kaufmann Publishers
Genre:	Science
ISBN13:	9781558608894
Language	English
Pages:	402

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It's a plain fact: regard of how smart, creative, and innovative your organization is, there are more smart, creative, and innovative people outside your organization than inside. Open source offers the possibility of bringing more innovation into your business by building a creative community that reaches beyond the barriers of the business. The key is developing a web-driven community where new types of collaboration and creativity can flourish. Since 1998 Ron Goldman and Richard Gabriel have been helping groups at Sun Microsystems understand open source and advising them on how to build successful communities around open source projects. In this book the authors present ons learned from their own experiences with open source, as well as those from other well-known projects such as Linux, Apache, and Mozilla. * Winner of 2006 Jolt Productivity Award for General Books * Describes how open source development works and offers persuasive reasons for using it to help achieve business goals. * Shows how to use open source in day-to-day work, discusses the various licenses in use, and describes what makes for a successful project. * Written in an engaging style for executives, managers, and engineers that addresses the human and business issues involved in open source development as well as its history, philosophy, and future