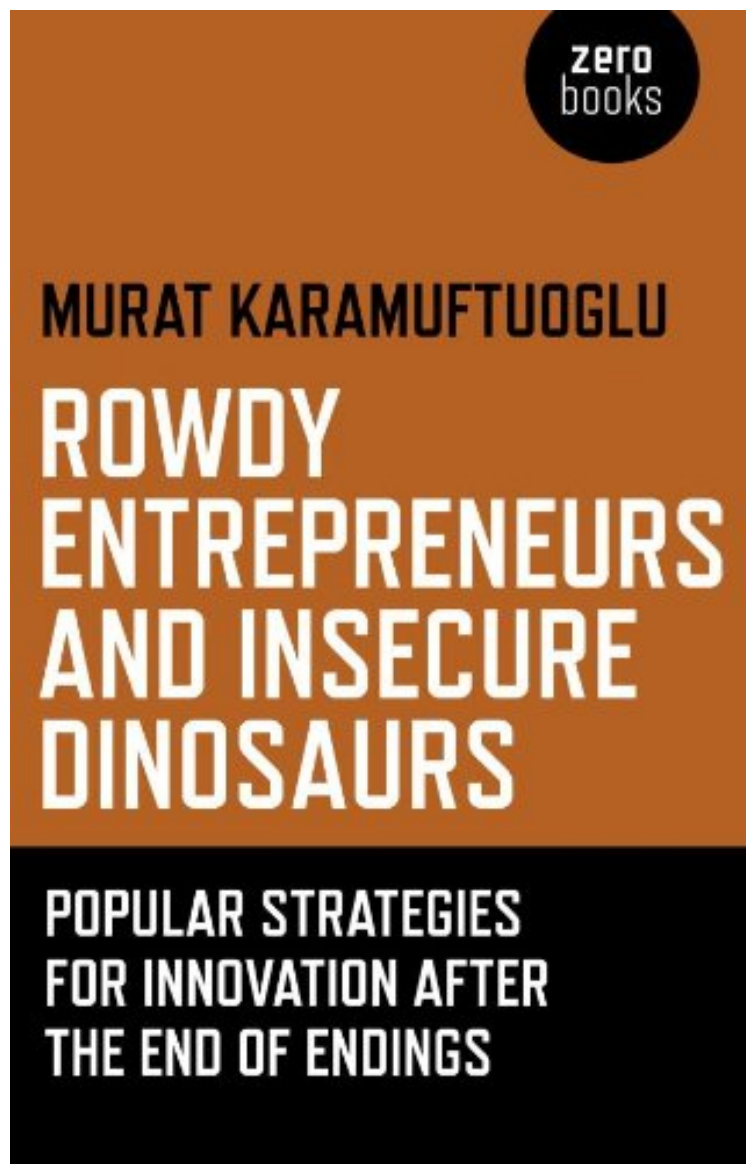


[Library ebook] Rowdy Entrepreneurs and Insecure Dinosaurs: Popular Strategies for Innovation After the End of Endings

Rowdy Entrepreneurs and Insecure Dinosaurs: Popular Strategies for Innovation After the End of Endings

Murat Karamuftuoglu
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Murat Karamuftuoglu : Rowdy Entrepreneurs and Insecure Dinosaurs: Popular Strategies for Innovation After the End of Endings before purchasing it in order to gauge whether or not it would be worth my time, and all praised Rowdy Entrepreneurs and Insecure Dinosaurs: Popular Strategies for Innovation After the End of Endings:

0 of 0 people found the following review helpful. On the cooperative, adaptive and innovative economy of the

futureBy Malvin"Rowdy Entrepreneurs and Insecure Dinosaurs" by Murat Karamuftuoglu offers a intriguing insights into the culture of innovation and how we can shape the economy for the better. Dr. Karamuftuoglu is a professor who has extensively studied, written and lectured about the social, political and philosophical aspects of information technology. This concise, thoughtful and playful book - which includes clever references to pop music classics to help illustrate key ideas - will interest everyone who cares about keeping human ingenuity alive.In the Preface, Dr. Karamuftuoglu critiques today's copyright and licensing laws as artifacts of the pre-digital age. Dr. Karamuftuoglu contends that the Internet has seriously challenged the old intellectual property control regime. The author believes that technology will help democratize the culture industry; envisioning a future, creative economy that is powered by people from the bottom-up.Dr. Karamuftuoglu reminds us that capitalists used machines to deskill artisanal producers, rationalize production and build mass consumer society. As technology continues to make physical labor redundant the sustainability of this arrangement seems to be in peril. In fact, Dr. Karamuftuoglu believes that a "popular economy" of arts and crafts industries will inevitably arise as it becomes necessary to reconstruct a new economy from the ashes of a failed, post-capitalist society.On this point, Dr. Karamuftuoglu talks about innovation as a learned practice of doing. Dr. Karamuftuoglu submits that Richard Branson personifies an entrepreneurial spirit whose passion for exploration, adventure and discovery has opened up myriad business opportunities and innovations. Bill Gates, who has overseen a stifling corporate culture of rationality and self-criticism at Microsoft, is compared unfavorably to Steve Jobs, whose quest for beauty and profundity inspired a series of technological breakthroughs and product innovations at Apple. The lesson is to experience the world and gain inspiration to make it a better place.Interestingly, Dr. Karamuftuoglu thinks that art can once again become a close partner with science to help drive innovation forward. Whereas Marcel Duchamp's infamous 'Fountain' prophesied the growing irrelevancy of art in an alienated mass society, Dr. Karamuftuoglu sees great promise in the works of contemporary artists who find creativity in the act of scientific discovery. Such art, the author contends, can help make abstraction and scientific concepts come alive for audiences and in turn, spark invention and progress.Finally, Dr. Karamuftuoglu examines the post-Fordist workplace democracies at Johnsonville Sausages and Toyota to imagine what the practice of "onticapitalism" might look like. These company's stories suggest that improving quality, not quantity will soon become an imperative as material resources are further depleted and the West's economic advantage declines. The author hopes that we can learn how to measure and reward the non-monetary cognitive and manual competencies that will be needed to run the cooperative, adaptive and innovative economy of the future.I highly recommend this outstanding book to everyone.

Rowdy Entrepreneurs and Insecure Dinosaurs is about invention and innovation in the context of postmodern society and information economy. It applies "popular culture" theory to such companies as Virgin, Microsoft, and Apple, to analyse their innovation strategies. This is the first book of its kind that mingles popular culture theory with innovation theory and entrepreneurship. It is written, true to the spirit of popular culture, in a lively style with abundant popular cultural references, and textual and visual puns.

About the AuthorDr. Murat Karamuftuoglu is a researcher and lecturer in Information Science with a particular interest in social, political and philosophical aspects of information systems, knowledge management, aesthetics of new media, and innovation. He lives in the UK.