

1. Record Nr.	UNINA9910380744203321
Autore	Lund Arwid
Titolo	Corporate Capitalism's Use of Openness : Profit for Free? // by Arwid Lund, Mariano Zukerfeld
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2020
ISBN	3-030-28219-8
Edizione	[1st ed. 2020.]
Descrizione fisica	1 online resource (347 pages) : illustrations
Collana	Dynamics of Virtual Work
Disciplina	658.408 338.6
Soggetti	Industrial organization Economic sociology Industrial sociology Mass media Communication Industrial Organization Organizational Studies, Economic Sociology Sociology of Work Media Sociology
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	1. Introduction -- 2. Profit from Openness: A Critique of a New Business Model -- 3. Profiting from Free and Open Source Software -- 4. Profiting from Open Access Publishing -- 5. Profiting from Open Audiovisual Content -- 6. Profiting from Massive Open Online Courses. - 7. Conclusions and Policies. .
Sommario/riassunto	This book tackles the concept of openness (as in open source software, open access and free culture), from a critical political economy perspective to consider its encroachment by capitalist corporations, but also how it advances radical alternatives to cognitive capitalism. Drawing on four case studies, Corporate Capitalism's Use of Openness will add to discussion on open source software, open access content platforms, open access publishing, and open university courses. These otherwise disparate cases share two fundamental features:

informational capitalist corporations base their successful business models on unpaid productive activities, play, attention, knowledge and labour, and do so crucially by resorting to ideological uses of concepts such as “openness”, “communities” and “sharing”. The authors present potential solutions and alternative regulations to counter these exploitative and alienating business models, and to foster digital knowledge commons, ranging from co-ops and commons-based peer production to state agencies' platforms. Their research and findings will appeal to students, academics and activists around the world in fields such as sociology, economy, media and communication, library and information science, political sciences and technology studies.
