

#STANDARDS

TWEET

KAREN BARTLESON

140 Bite-Sized Ideas on *Winning*
in *Technical Standards*

BOOK 01

A THINKaha BOOK

#STANDARDS **tweet**

140 Bite-Sized Ideas on Winning in Technical Standards

Book Excerpt

By Karen Bartleson

Foreword by JL Gray

Vice President, Verilab

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Foreword

Technical standards affect us every day. They are the secret ingredients that make electronic products work together. Engineers spend their entire careers working with standards, but as I've discovered, working with standards and creating them are two entirely different things. In "STANDARDStweet," standards guru Karen Bartleson captures a wide range of thoughts that help put technical standards into proper perspective.

JL Gray is Vice President of Verilab, a consulting firm that provides

services for advanced computer chip design. As another pioneer in social media for his industry, he's the author the popular blog, "Cool Verification."

He's a standards contributor and active on Twitter. His Twitter name is @jlgray.



Section I

Why Standards?

Standards are part of life.
If you look, you'll see them every day
all around you. Technical standards
make things work together.
They are good for businesses
and consumers alike.

Section I: Why Standards?

5

Think standards if you want to help protect our safety, health, and environment.

6

A standard's value is directly linked to how much it helps a market to grow.

7

Standards create open interfaces that vendors can use to make products work together better for customers.

8

Interface standards build networks and promote product sales. Not convinced? Imagine a world with a single fax machine...

Section I: Why Standards?

9

Without standards, you might get a big share of a small market. With standards, you can get a share of a giant market.

10

“Plug and play” would be but a pipe dream if there were no standards.

Section III

Cooperate, Compete, Starting,
and Stopping

A few notes about the
standards lifecycle.

28

Standards are about building
a community of people
willing to do something
the same way while
differentiating themselves.

34

A typical birth of a standard: a few people generate an idea, try it out, see its potential, and convince a broader group to develop it.

35

Collaboration and cooperation between competing companies and key customers can result in standards developed in record time.

55

Standardizing on immature
technology can pose the
question, “How sure are we
that this technology
really works?”

Section IV

Openness

“Openness” is a big word with many implications in the standards game.

59

Standards range from completely closed to fully open.

60

Players in the standards game use the term “openness” to mean all kinds of things.

61

“Open” means everyone can participate without having undue restrictions imposed upon the participants.

75

Open source standards are created, reviewed, and enhanced by a community of product developers and customers.

76

Open source standards are the fastest to create. They're managed by a single entity and everyone may suggest changes.

Section V

Processes, Policies, and Procedures

Standards-setting is a team sport
and when done right, there are
multiple winners.

89

Standards bodies should continue to review and refine their policies and procedures as they learn from experience.

90

It can be tricky to maintain a balance of strictly-enforced rules and flexibility to accommodate modern business practices.

About the Author



Karen Bartleson has three decades' experience in the computer chip industry. She is known for her work in the area of standards for electronic design automation and continues to serve on several committees that develop technical standards. She is the author of the book *The Ten Commandments for Effective Standards* and "The Standards Game," a blog focused on the standards arena. Karen holds a BSEE from California Polytechnic State University, San Luis Obispo, California. She was the recipient of the Marie R. Pistilli Women in Design Automation Achievement Award in 2003. Her Twitter name is @karenbartleson.

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Ideas for the Daring Adventure of
Creating Technical Standards

"A career's worth of standards wisdom in 140 characters or less."

@ronploof Author of *Read This First: The Executive's Guide to New Media*

"This book emphasizes the usefulness of standards and their critical role in today's day and age."

@arrafiq Consultant at Inspurate Design

"In STANDARDStweet @KarenBartleson gives you all you need to know to be a success in the all important Standards Game. Read it and prosper."

@richgoldman Vice President, Corporate Marketing and Strategic Alliances at Synopsys, Inc.

"This book conveys in 140 tweets of 140 characters or less pearls of wisdom it's taken me over two years of committee meetings to learn!"

@jlgray Vice President at Verilab

"Insightful advice for all standards developers from the high priestess who has preached this for 20+ years. Thanks for sharing."

@ytrivedi Standards Director at Synopsys, Inc.

Karen Bartleson, author of "The Standards Game," a blog focused on the standards arena, has three decades of experience in the computer chip industry and is known for her work in electronic design automation standards.



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