#STANDARDS

KAREN BARTLESON

140 Bite-Sized Ideas on Winning in Technical Standards

BOOK 01

A THINKaha BOOK

140 Bite-Sized Ideas on Winning in Technical Standards

Book Excerpt

By Karen Bartleson Foreword by JL Gray Vice President, Verilab

BOOK EXCERPT Table of Contents

Foreword by JL Gray Section I: Why Standards? Section III: Cooperate, Compete, Starting, and Stopping Section IV: Openness Section V: Processes, Policies, and Procedures About the Author

Contents

This is the Table of Contents (TOC) from the book for your reference. The eBook TOC (below) differs in page count from the tradebook TOC.

Foreword	11
Section I: Why Standards?	15
Section II: The Ten Commandments for Effective Standards	25
Section III: Cooperate, Compete, Starting, and Stopping	35
Section IV: Openness	57

140 Bite-Sized Ideas on Winning in Technical Standards

Section V:	
Processes, Policies, and Procedures	71
Section VI:	, –
Technology, Business, and	
Intellectual Property	87
Section VII:	
Final Standards Tweets	101

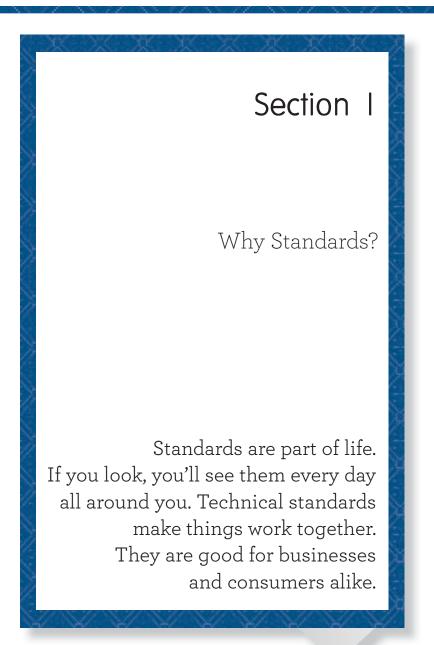
Foreword

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

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Section I: Why Standards?





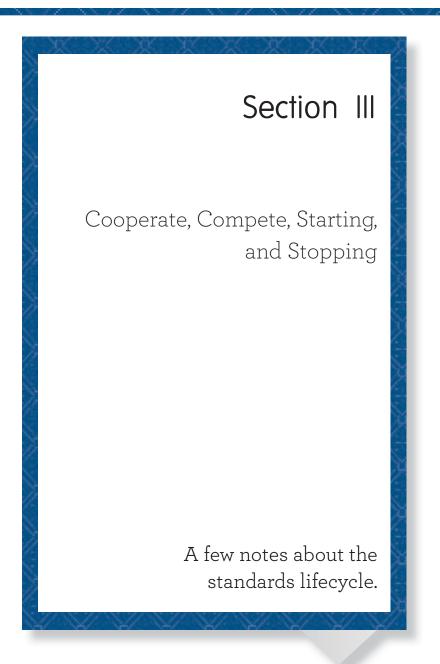
8

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

Section I: Why Standards?

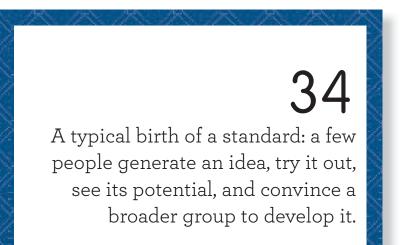


"Plug and play" would be but a pipe dream if there were no standards.



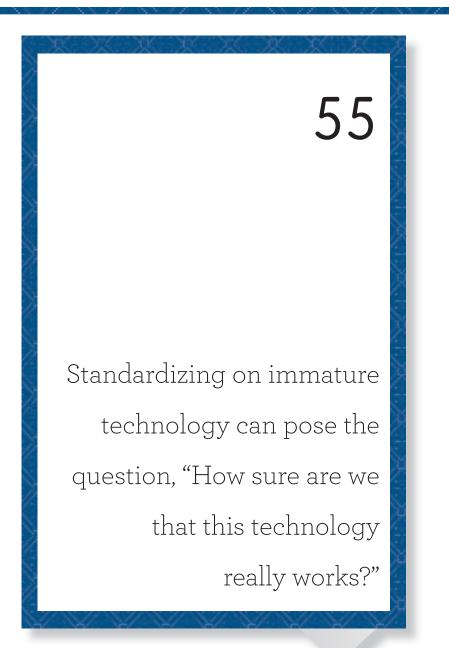


Section III: Cooperate, Compete, Starting, and Stopping

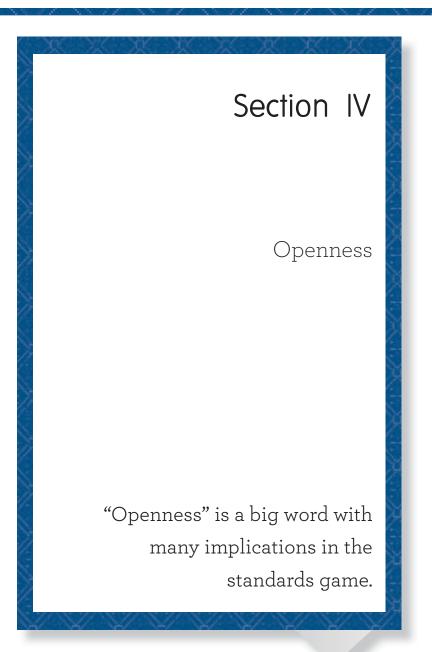


35

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



Section III: Cooperate, Compete, Starting, and Stopping



Section IV: Openness



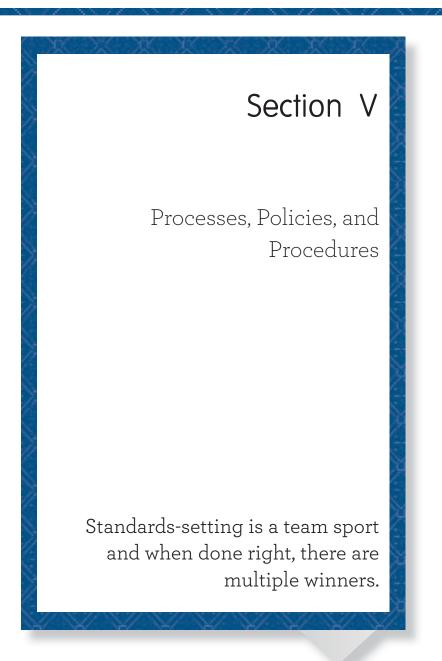


Section IV: Openness



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



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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#STANDARDS TWEET

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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