

## Notes

- 1 Alex Osterwalder and Yves Pigneur, *Business Model Generation* (Hoboken, NJ: John Wiley and Sons, 2010), 14. A preview of the book is available at [strategyzer.com/books/business-model-generation](http://strategyzer.com/books/business-model-generation).
- 2 Cory Doctorow, *Information Doesn't Want to Be Free: Laws for the Internet Age* (San Francisco, CA: McSweeney's, 2014) 68.
- 3 Ibid., 55.
- 4 Chris Anderson, *Free: How Today's Smartest Businesses Profit by Giving Something for Nothing*, reprint with new preface (New York: Hyperion, 2010), 224.
- 5 Doctorow, *Information Doesn't Want to Be Free*, 44.
- 6 Amanda Palmer, *The Art of Asking: Or How I Learned to Stop Worrying and Let People Help* (New York: Grand Central, 2014), 121.
- 7 Chris Anderson, *Makers: The New Industrial Revolution* (New York: Signal, 2012), 64.
- 8 David Bollier, *Think Like a Commoner: A Short Introduction to the Life of the Commons* (Gabriola Island, BC: New Society, 2014), 70.
- 9 Anderson, *Makers*, 66.
- 10 Bryan Kramer, *Shareology: How Sharing Is Powering the Human Economy* (New York: Morgan James, 2016), 10.
- 11 Anderson, *Free*, 62.
- 12 Doctorow, *Information Doesn't Want to Be Free*, 38.
- 13 Bollier, *Think Like a Commoner*, 68.
- 14 Anderson, *Free*, 86.
- 15 Doctorow, *Information Doesn't Want to Be Free*, 144.
- 16 Anderson, *Free*, 123.
- 17 Ibid., 132.
- 18 Ibid., 70.
- 19 James Surowiecki, *The Wisdom of Crowds* (New York: Anchor Books, 2005), 124. Surowiecki says, "The measure of success of laws and contracts is how rarely they are invoked."
- 20 Anderson, *Free*, 44.
- 21 Osterwalder and Pigneur, *Business Model Generation*, 23.
- 22 Anderson, *Free*, 67.
- 23 Ibid., 58.
- 24 Anderson, *Makers*, 71.
- 25 Clay Shirky, *Cognitive Surplus: How Technology Makes Consumers into Collaborators* (London: Penguin Books, 2010), 78.
- 26 Ibid., 21.
- 27 Doctorow, *Information Doesn't Want to Be Free*, 43.
- 28 William Landes Foster, Peter Kim, and Barbara Christiansen, "Ten Nonprofit Funding Models," *Stanford Social Innovation Review*, Spring 2009, [ssir.org/articles/entry/ten\\_nonprofit\\_funding\\_models](http://ssir.org/articles/entry/ten_nonprofit_funding_models).
- 29 Shirky, *Cognitive Surplus*, 111.
- 30 Osterwalder and Pigneur, *Business Model Generation*, 30.