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In our case studies, some use just one Creative Commons license, others use several. Attribution (found in thirteen case studies) and Attribution-ShareAlike (found in eight studies) were the most common, with the other

licenses coming up in four or so case studies, including the public-domain tool CC0. Some of the organizations we profiled offer both digital content and software: by using open-source-software licenses for the software code and Creative Commons licenses for digital content, they amplify their involvement with and commitment to sharing.

There is a popular misconception that the three NonCommercial licenses offered by CC are the only options for those who want to make money off their work. As we hope this book makes clear, there are many ways to make endeavors that are **Made with Creative Commons** sustainable. Reserving commercial rights is only one of those ways. It is certainly true that a license that *allows* others to make commercial use of your work (CC BY, CC BY-SA, and CC BY-ND) forecloses some traditional revenue streams. If you apply an Attribution (CC BY) license to your book, you can't force a film company to pay you royalties if they turn your book into a feature-length film, or prevent another company from selling physical copies of your work.

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Other times the decision to use a more restrictive license is due to a concern about the integrity of the work. For example, the non-profit TeachAIDS uses a NoDerivs license for its educational materials because the medical subject matter is particularly important to get right.