P251
Applied Content Management on the Macintosh

A Case Study on Harvard University Press

Rosemary Tietge

Publishing Technology Manager

Harvard University Press

Agenda

- Who am I?
- Why content management (CM)?
- Do you need a content management system (CMS)?
- What is a CMS?
- Evolution of CM at Harvard University Press (HUP)

Agenda (cont.)

- CM: HUP's Problems
- CM: HUP's Solutions
  - 4 cases with demonstrations
- What about Enterprise Content Management (ECM)
- Conclusions
- Resources
- Q & A

Who am I?

- FileMaker user for 15 years
- Publishing industry professional for 20 years
- Publishing Technology Manager at Harvard University Press for 8 years
- Former independent FileMaker consultant
- NOT a programmer

Why content management?

- Are key knowledge assets located in documents on end user's hard drives?
- What if one of those hard drives fails?
- What if a key user is hit by the T?
- What if someone else needs an asset?
  - Recreate, Beg, Search
- How much time do employees lose every day because you have no content management system?
- How much money does your organization lose?

Do you need CM?

- Do you sell products?
- Do you produce a Web site and print catalog?
- Do you have a knowledgebase?

What is Content Management?

- Core components (per Gartner*)
  - ◆ Document management
  - ◆ Web content management
  - ◆ Record management
  - ◆ Document capture
  - ◆ Collaboration tools
  - ◆ Workflow

*November 2004, "What constitutes enterprise content management"
http://www.gartner.com/resources/124000/124033/what_constitute.pdf

Is this Content Management?

Is this Content Management?

Is this Content Management?

Is this Content Management?

Evolution of CM at HUP

1985	1990	1995	1997	2000	2003	2005

Evolution of CM at HUP

First computers used
in design department

The
Original
Macintosh

1985
Accept
Manuscripts
on diskette

1990   1995 1997   2000   2003   2005

Evolution of CM at HUP

First desktop
databases

1985   1990   1995   1997   2000   2003   2005

Begin
electronic
editing

Evolution of CM at HUP

Web site launched

1985   1990   **1995**   1997   2000   2003   2005

Evolution of CM at HUP

1985   1990   1995 **1997**   2000   2003   2005
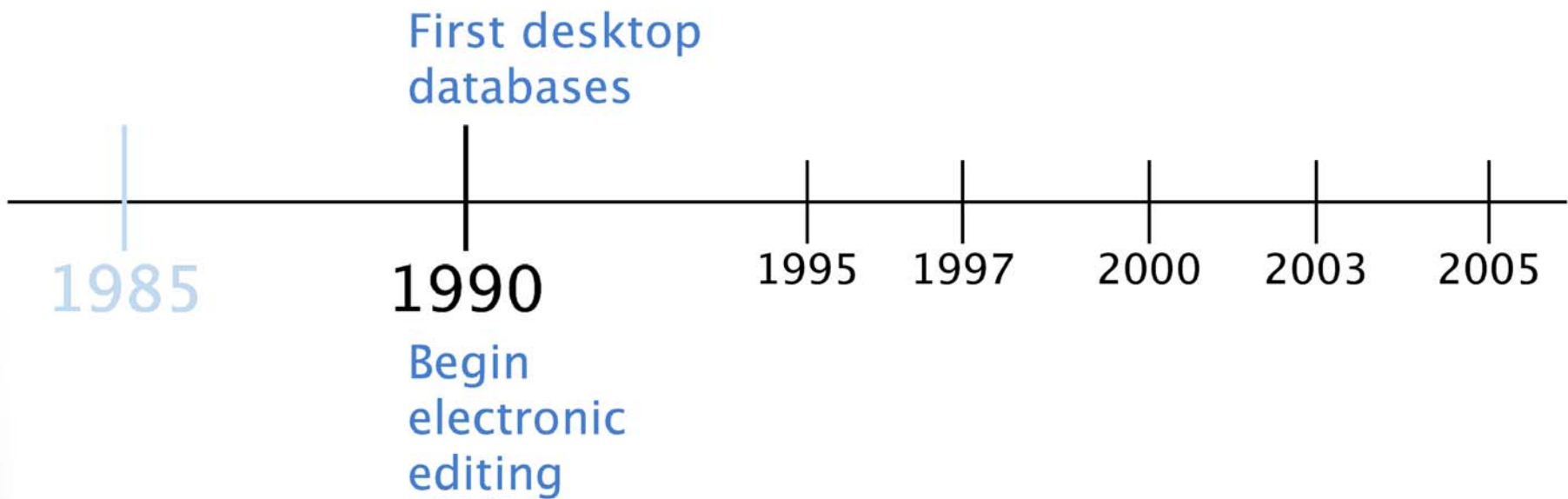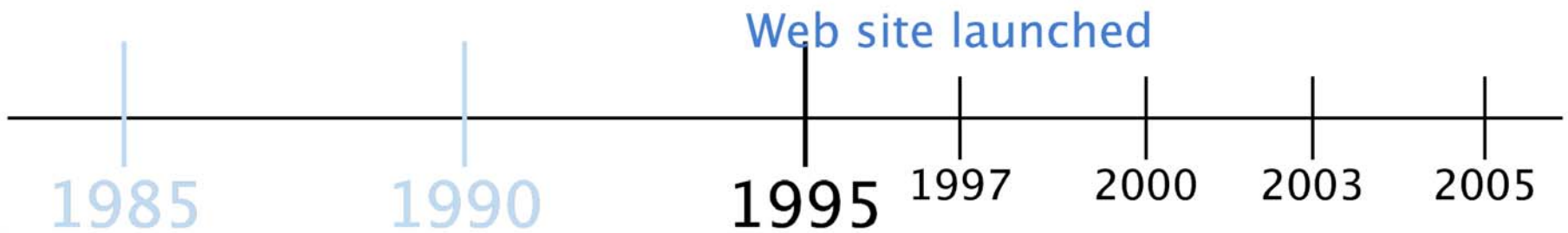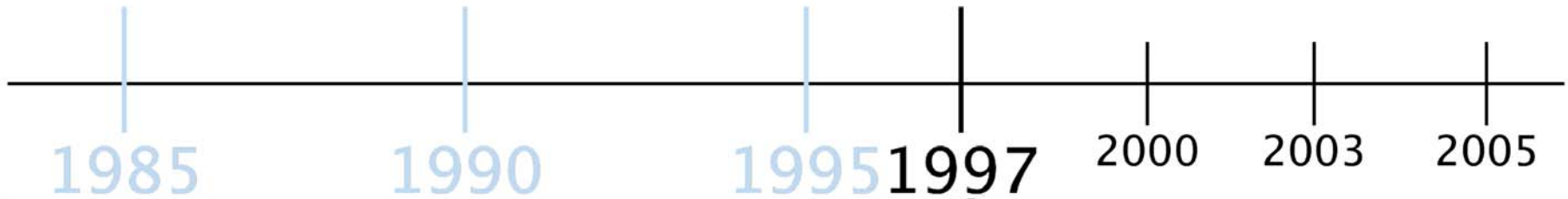
PressWide database

Evolution of CM at HUP

1985 1990 19951997 **2000** 2003 2005

amazon.com.

BARNES&NOBLE.com
www.bn.com

Share Web
metadata with
trading partners

Evolution of CM at HUP

Reuse metadata
in print catalogs

1985　　　1990　　　19951997 2000 **2003**　2005
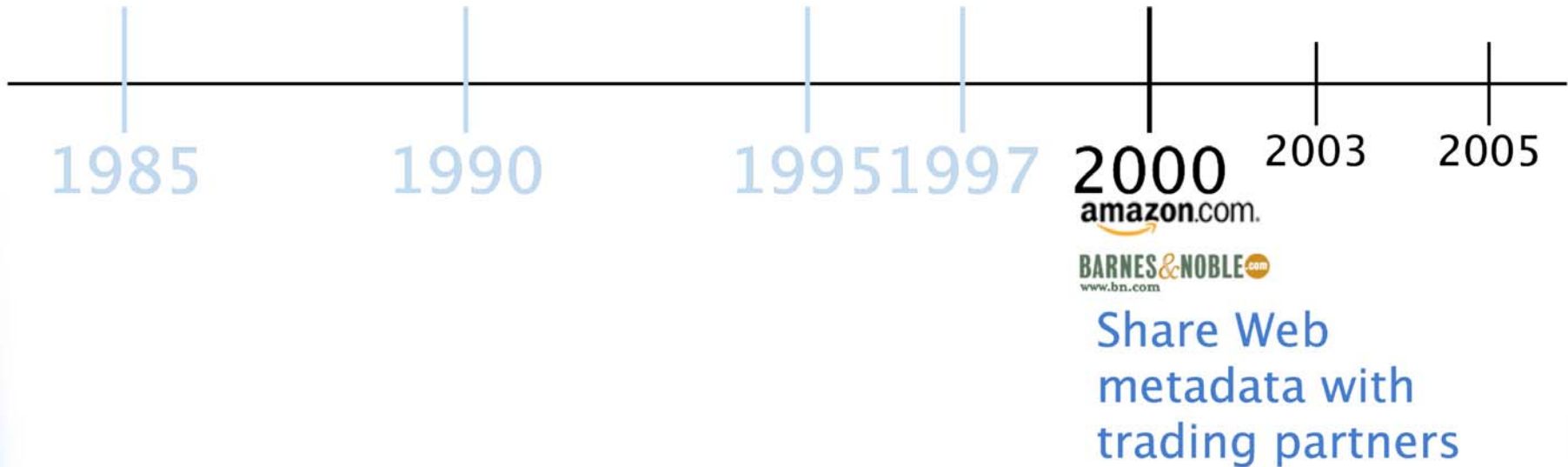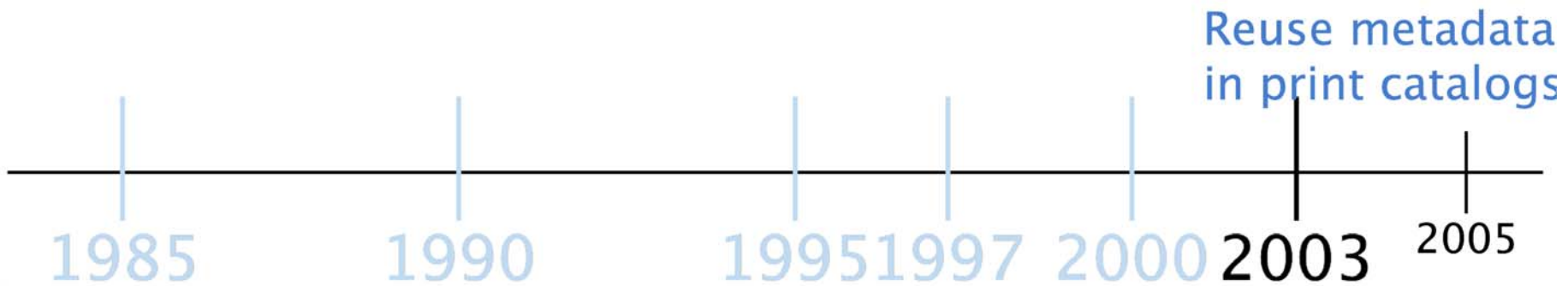
Evolution of CM at HUP

RSS Feeds
CSS Pages
ONIX via XSLT

1985　　　1990　　　1995 1997　2000 2003　**2005**
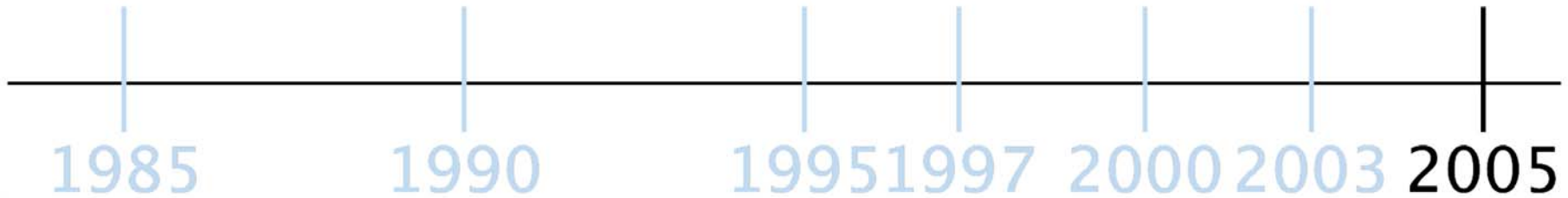
CM: HUP's Problems

- ## Scattered valuable content
  - Quark documents
  - Static HTML pages
  - Spreadsheets and standalone databases
  - Vendors
- ## Resultant problems
  - Manual updates multiple times
  - Re-creation
  - Ads published with incorrect prices and catalogs mailed with misspelled author names

First Solution: Harpo

- Harpo = Harvard Press Online
- Launched in 1997
- FileMaker Pro 4.1
- Central database
- Final word on data

Welcome to Harpo

Rosemary Tietge

Browse

Layout:
Informati ▶

Record:
1

Found:
1

Total:
7028

Unsorted

Title Information

Weber - The Success of Open Source

| Main | Authors | Staff | Products | Printings |

| Information | Schedule | Rights | People |

Summary | Description | Categories | Awards | Matrix Info

Record Number **1** of **1** |◀ ◀ ▶ ▶|

Status 03/08/04   In Print   **go**

Primary Author Weber, Steven   All

Complete Title The Success of Open Source   Edit
Title

Translated from
Title

Language

Former Title

Acquisitions ed. MAA   All

List S04   Confirmed

Orig. Job Num. 10837N

Series 1 / Vol.

Series 2 / Vol.

Copub

Originating Pub

Length 320   actual pages   11/19/03   History | Update

Illustrations 5 line illustrations

Simultaneous Ed ○ Yes ● No ○ Undecided

Brief Description This book is about the phenomenon of open source
software--software where the source codes that construct
it are not proprietary but are openly shared with the world
community of programmers. What's fascinating is that

Key Dates   Due   Done

Contract Date   01/21/2001

Approved by Syndics   02/10/2003

MS Due Contract 06/15/2002

Products (Click on Product for complete information)

| FS Cloth | S04 | 0-674-01292-5 | WEBSUC | $29.95 | Acade | WO |
| FS Paper | F05 | 0-674-01858-3 | WEBSUX | $16.95 | Trade | WO |

Menu

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Changed

Changed
This Week

Quick Finds Author Last Name:_____ **go** Title Keyword: open source **go** BookCode:_____ **go** List:____ **go**

100 ▲◢▣ Browse

Harpo Infrastructure

XServe G5
Panther Server
FileMaker Sever Advanced 7

Offices in
New York and
London

20 Mac OS Clients

70 Windows 2000 and XP clients
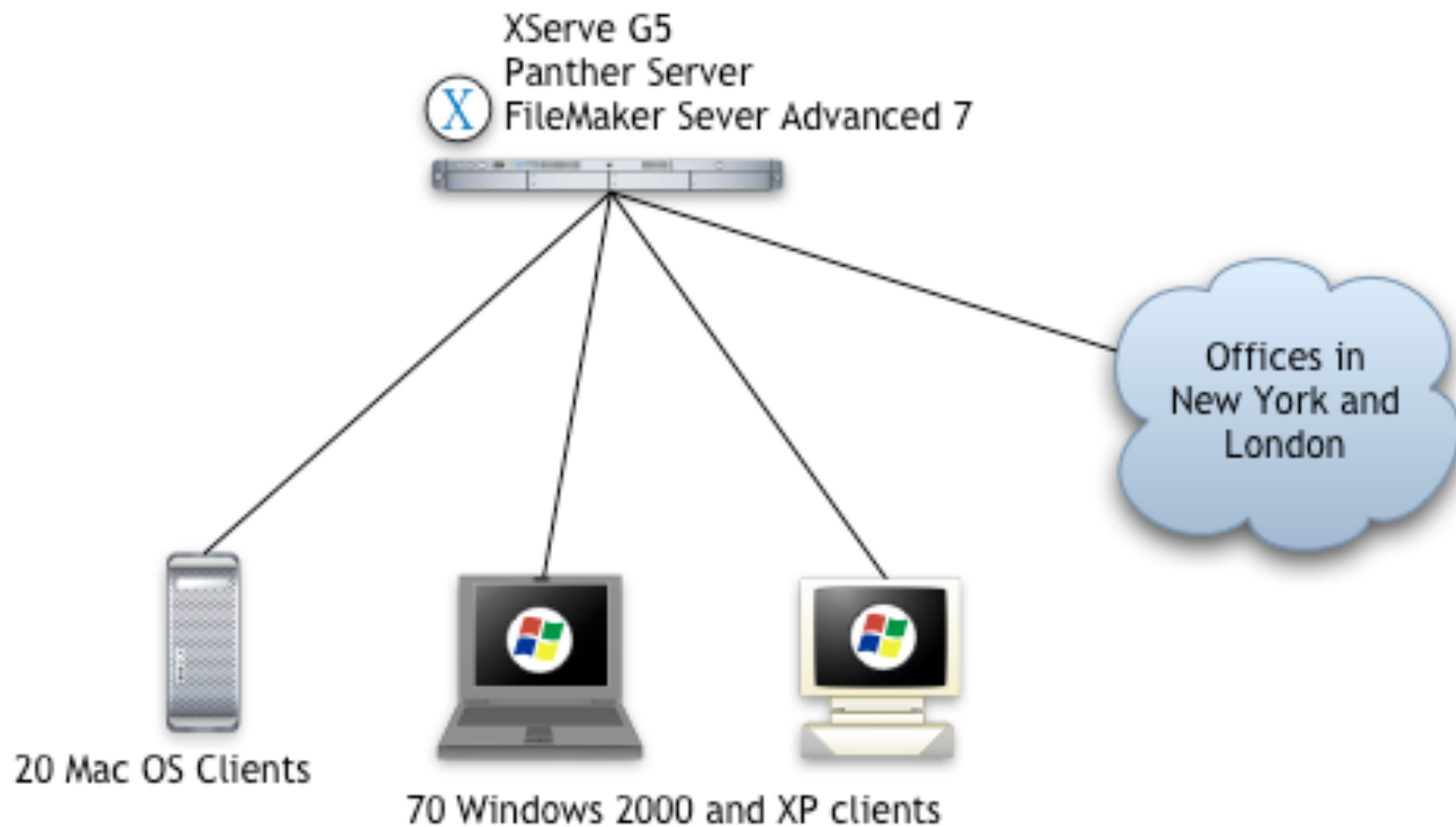
Harpo ER Diagram
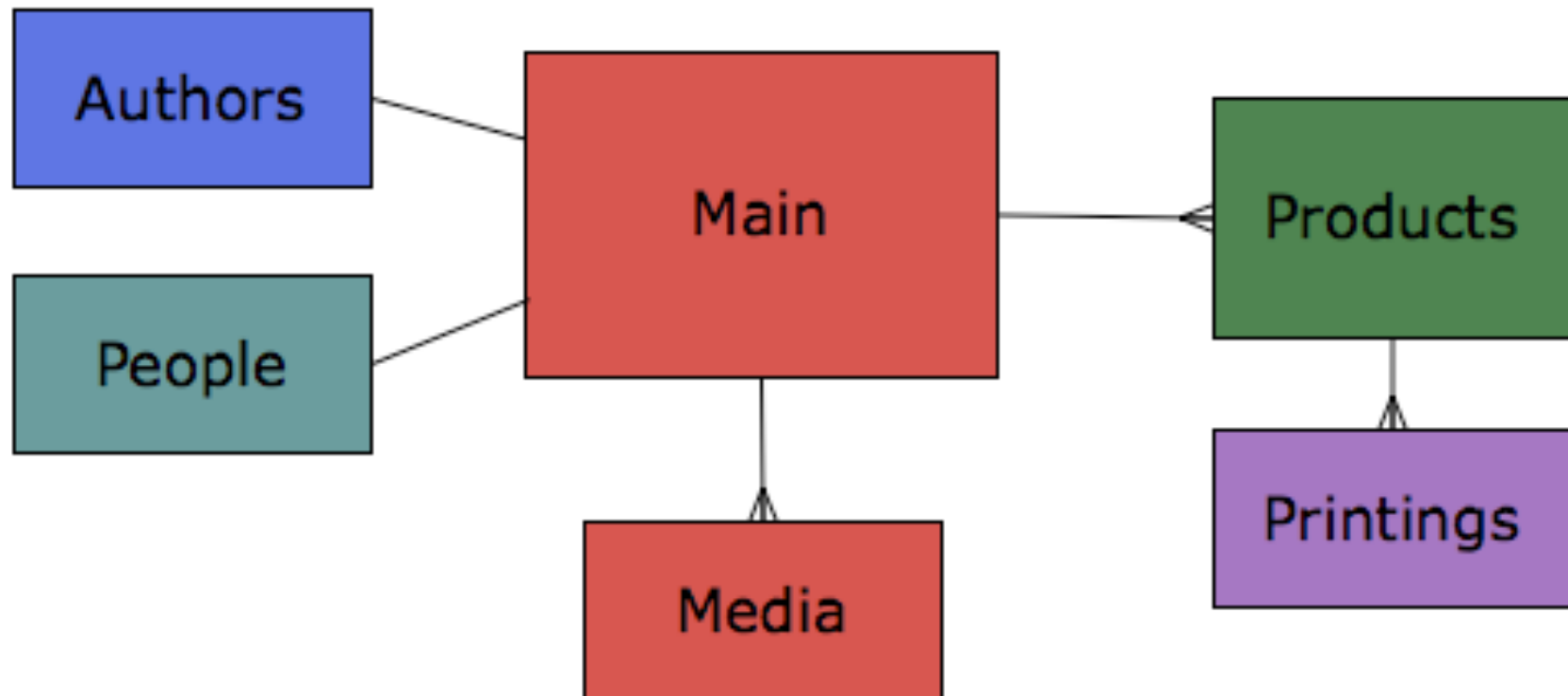
Harpo Entities

- Main
  - ◆ Intellectual material in the work
- Media
  - ◆ Text based marketing about the book
- Products
  - ◆ Details about specific instance of work (Cloth, paperback, electronic, audio)

- Printings
  - ◆ Details about specific printing of a product
- Authors
  - ◆ Details about people who write content of books (with whom we have a contract)
- People
  - ◆ Details about people who work on producing books

Next Solution: Basic CM

- Added descriptive copy to database
- FileMaker 5 and 6
- Developed easy to use tools for end users to reuse marketing data
  - Web catalog
  - Complete catalog / books in print
  - Subject catalogs
  - XML data exchange
- Focus on simple tools integrated with "the Macintosh way" and how designers—not techies—work and think

Media Database

Harvard University Press   **Descriptive Copy**   ? Help

Weber, Steven, The Success of Open Source

ONIX Main Desc. 2000 characters / 350 for short desc.

VIEWS

MENU

BACK

Copy type | Web   Word Count | 254   Character Count | 1693

Copy:

<p>
Much of the innovative programming that powers the Internet, creates operating systems, and produces software is the result of "open source" code, that is, code that is freely distributed--as opposed to being kept secret--by those who write it. Leaving source code open has generated some of the most sophisticated developments in computer technology, including, most notably, Linux and Apache, which pose a significant challenge to Microsoft in the marketplace. As <author>Steven Weber</author> discusses, open source's success in a highly competitive industry has subverted many assumptions about how businesses are run, and how intellectual products are created and protected.
</p><p>
Traditionally, intellectual property law has allowed companies to control knowledge and has guarded the rights of the innovator, at the expense of industry-wide cooperation. In turn, engineers of new software code are richly rewarded; but, as Weber shows, in spite of the conventional wisdom that innovation is driven by the promise of individual and corporate wealth, ensuring the free distribution of code among computer programmers can empower a more effective process for building intellectual products. In the case of Open Source, independent programmers--sometimes hundreds or thousands of them--make unpaid contributions to software that develops organically, through trial and error.
</p><p>
Weber argues that the success of open source is not a freakish exception to economic principles. The open source community is guided by standards, rules, decisionmaking procedures, and

Author |
Source | Date |
Rank | 99   Used in Project |
Last changed | 12/1/2003   List—Original | S04

150   Browse   MODIFIED THIS WEEK   ALL MODIFIED

Media Fields

Demos

- 4 examples
  - ◆ Web catalog
  - ◆ Complete catalog
  - ◆ Business brochure (subject catalog)
  - ◆ ONIX (XML data exchange)
- Each example
  - ◆ Defines problem
  - ◆ Shows the workflow
  - ◆ Shows solution screenshots
  - ◆ Presents solution demonstration

Web catalog: Problem

- 5,200 titles in print
- Three Web pages per title
  - Main page, reviews, table of contents
- Require static pages
  - Search engines
- Make frequent updates to individual pages
- Two people maintain site

Web catalog: Workflow

Web catalog: Solution

Edit Script

View: [all by category ▼]   Script Name: [set up html no price / availability]
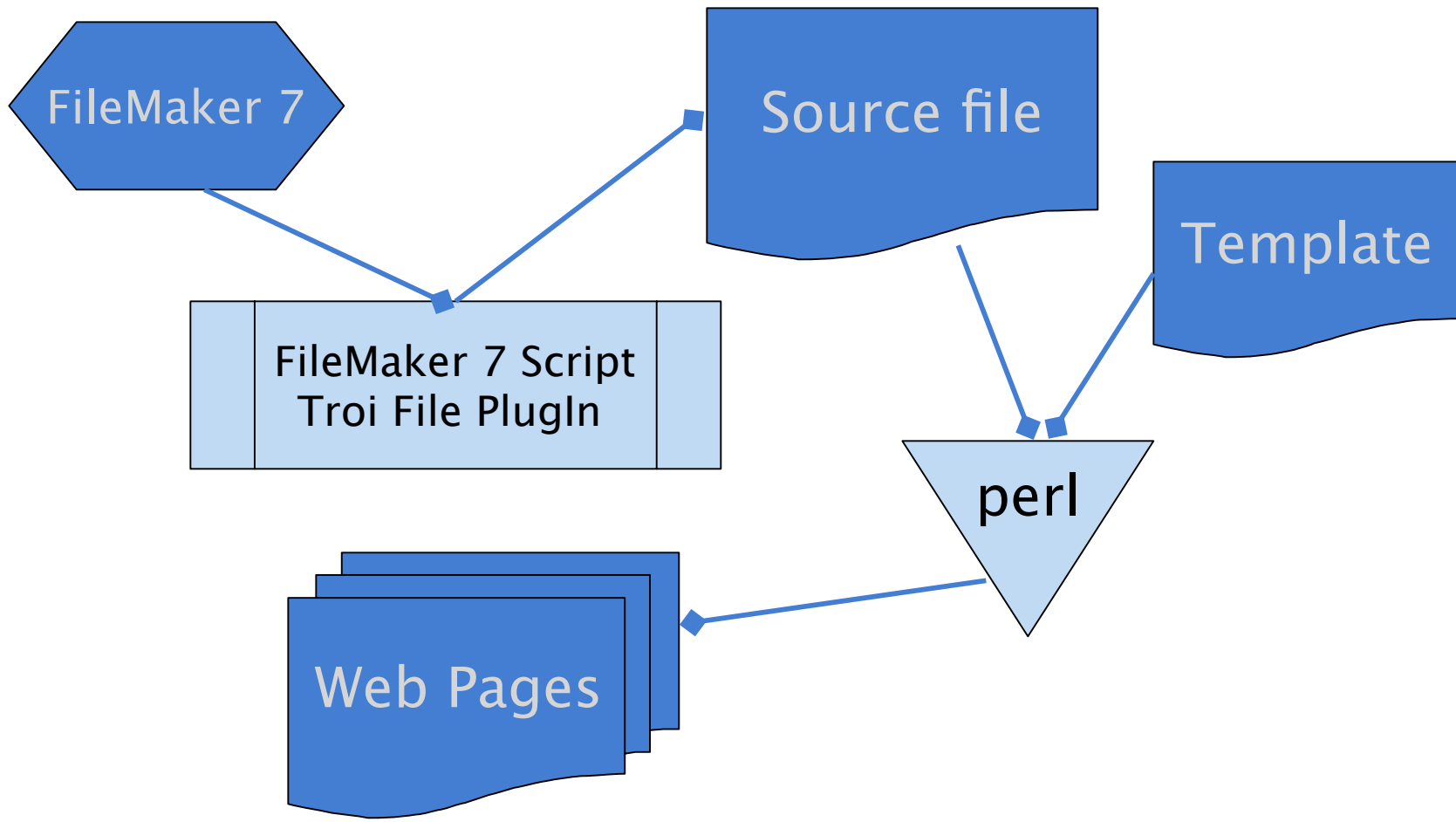
Control
Perform Script
Pause/Resume Script
Exit Script
Halt Script
If
Else If
Else
End If
Loop
Exit Loop If
End Loop
Allow User Abort
Set Error Capture
Navigation
Go to Layout
Go to Record/Request/Page
Go to Related Record
Go to Portal Row
Go to Field
Go to Next Field
Go to Previous Field
Enter Browse Mode
Enter Find Mode
Enter Preview Mode
Editing
Undo
Cut
Copy
Paste
Clear
Set Selection
Select All
Perform Find/Replace
Fields
Set Field

⇕ Set Field [web_export::x_html; Main::distinctiveTitle & "¶" & If(not IsEmpty(Main::Subtitle); Main::Subtitle & "¶"; "") & If(not IsEmpty(Main::Editio
⇕ Perform Script ["set up html--authors"]
⇕ **#Feature & PDFs**
⇕ Perform Script ["set up html--feature and pdfs"]
⇕ **#Copy**
⇕ Set Field [web_export::x_html; web_export::x_html & Case(Media::Asset type="Web"; "¶" & Media::Copy for web; Media::Asset type="Web Sho
⇕ **#Distributed books**
⇕ Set Field [web_export::x_html; web_export::x_html & If((PatternCount(Products_BookID::OwnerCode; "(D)") or PatternCount(Products_BookID::C
⇕ **#Awards**
⇕ Go to Layout ["Copy->Specific Types" (web_export)]
⇕ Set Field [web_export::x_text; GetAsNumber(web_export::book id) & " – AW"]
⇕ If [IsValid(Media Specific Type::Asset_ID_pk)]
⇕   Set Field [web_export::x_html; web_export::x_html & "¶¶=a=¶"]
⇕   Go to Portal Row [Select; First]
⇕   Loop
⇕   Set Field [web_export::x_html; web_export::x_html & Media Specific Type::Copy & "

"]
⇕   Go to Portal Row [Select; Next; Exit after last]
⇕   End Loop
⇕ End If
⇕ **#Author Bios**
⇕ Perform Script ["set up html--author bios"]
⇕ **#Also by**
⇕ Perform Script ["set up html--also by"]
⇕ **#Reviews, etc.**
⇕ Perform Script ["set up html--reviews, blurbs, etc"]
⇕ Perform Script ["set up specs no price / availability / dates"]
⇕ Set Field [web_export::x_html; web_export::x_html & "=s=¶" & web_export::x_htmltemp]

Script Step Options

☐ Indicate web compatibility   ☐ Run script with full access privileges

(Clear All) (Move) (Duplicate)   (Cancel) (OK)

Web catalog: Solution

```
The Success of Open Source

Steven Weber

<p>
Much of the innovative programming that powers the Internet, creates operating systems, and produces software is the result of "open
source" code, that is, code that is freely distributed--as opposed to being kept secret--by those who write it. Leaving source code
open has generated some of the most sophisticated developments in computer technology, including, most notably, Linux and Apache,
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</p>

=b=
<b>Steven Weber</b> is Professor of Political Science, <A HREF="http://www.berkeley.edu" TARGET="NEW">University of California,
Berkeley</A>.


=r=
No reviews are available at this time.

=s=
5 line illustrations
320 pages

Hardcover edition
ISBN 0-674-01292-5
Current Events: Law / Computers: Operating Systems: General
```

Web catalog: Solution

```perl
#!/usr/bin/perl
use strict;
use bytes;
#set variables for template and source locations, etc. Discover environment variables

.
.
.
foreach my $file (@files)
    {
    chomp $file;
    if ($file =~ /^[0-9A-Za-z]*$/o) {
        print "\nReading \"$file\" .. ";
        my $file_path = $wd."/".$source_folder."/".$file;
        my @file = &open_file_read($file_path);

        #These next few block parse the book file into sections, in the
        #following manner:
        #    --the file is iterated through to populate the %sections hash.
        #      this process is described in that loop
        my %header_conv = (
            '=b='    => "bio",
            '=ab='    => "alsoby",
            '=s='    => "specs",
            '=c='    => "credits",
            '=a='    => "award",
            '=r='    => "reviews",
            '=toc='    => "contents",
            '=l='    => "links",
            '=d='    => "distributor",
            );
```

Web catalog: Solution
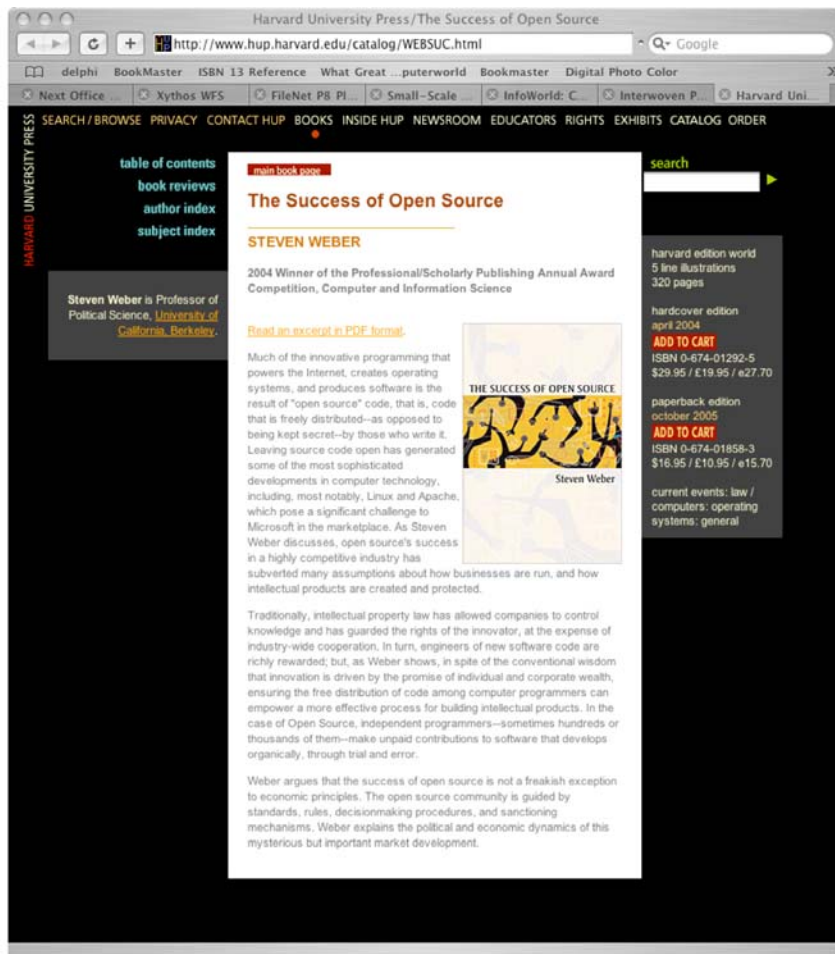

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
"DTD/xhtml1-transitional.dtd">
<html xmlns="http://www.w3.org/1999/xhtml">
<head>
<title>Harvard University Press/The Success of Open
Source</title>
    <style type="text/css">
        </style>
    <meta name="DESCRIPTION" content="The Success of Open
Source:  by Steven Weber, published by Harvard University
Press" />
    <meta name="KEYWORDS" content="The Success of Open Source, ,
Steven Weber, Current Events: Law, Computers: Operating
Systems: General<br />" />
    <meta name="ROBOTS" value="index,follow" />
    <meta name="CHARSET" value="ISO-8859-1" />
    <meta http-equiv="content-type"
content="text/html;charset=iso-8859-1" />
    <link rel="stylesheet" href="/css/chapterpages.css"
type="text/css">
    <link rel="stylesheet" href="/css/books_menu"
type="text/css">
</head>
<body bgcolor="#000000" text="#333399" link="#FF9900"
vlink="#FF6600"><table width="720" border="0" cellspacing="0"
cellpadding="0">
<table width="700" border="0" cellspacing="0" cellpadding="0"
class="books_text">
<tr><td width="12" valign="TOP" rowspan="2">
    <a href="/index.html"><img src="/images/navbar/hup_logo.gif"
alt="hup_logo.gif" width="11" height="173" hspace="7"
border="0" align="left"></a>
</td><td colspan="5">
```
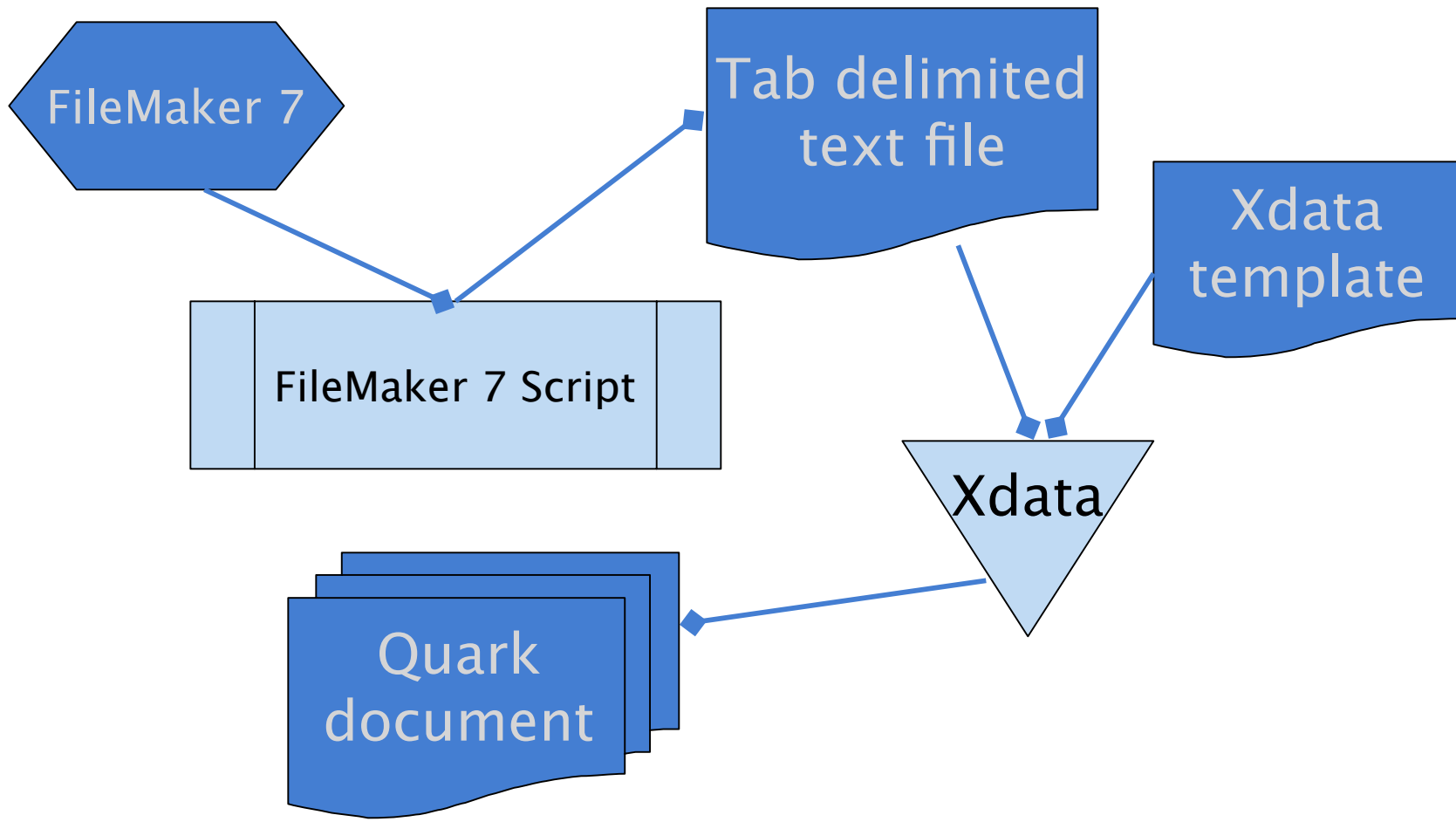
Complete Catalog: Problem

- $12,000 / year to an outside vendor
- Difficult to keep data up to date
- Printed once a year
- Data stale as soon as catalogs were printed

Complete catalog: Workflow

FileMaker 7

Tab delimited
text file

Xdata
template

FileMaker 7 Script

Xdata

Quark
document

Complete Catalog: Solution

```
2970    <B>Weber, Eugen<B>          France, Fin de Siècle   BP   SCH                    Cloth
          BP                        Paper          0-674-31813-7   WEBFRX    19.50
2970    <B>Weber, Eugen<B>        <B>Gaspard, Francoise<B>    A Small City in France    FS
          FS                        Paper      1995   0-674-81097-X   GASSMX    18.
6294    <B>Weber, Steven<B>        The Success of Open Source    FS                320   illus.
8991    <B>Webster, Laurie D.<B>        Collecting the Weaver's Art: The William Claflin Co
4133    <B>Wedell, George<B>     <B>Katz, Elihu<B>    Broadcasting in the Third World: Promis
2972    <B>Weems, Mason L.<B>         The Life of Washington    BP    JHL                Pap
2973    <B>Wei-Ming, Tu<B> (ed.)        Confucian Traditions in East Asian Modernity: Moral
          FS                        Paper      1996   0-674-16087-8   TUCONX    25.
2974    <B>Weibel, Ewald R., M.D.<B>      The Pathway for Oxygen    FS
          FS                        Paper          0-674-65790-X   WEIPAX    33.50
2974    <B>Weibel, Ewald R., M.D.<B>        Symmorphosis: On Form and Function in Shaping L
```

Complete Catalog: Solution

```
«fields AuthorID, Author, AdditionalAuthors, Reference, Title, Class, Series1, Vol1,
   Series2, Vol2, Pages, Art, Type, Description, Year, ISBN, Code, Price, Discount,
   Rights, status, list, NumProducts
«set defaultisstyled to true
«put "F03" into currentlist
«put "S04" into nextlist
«if recordnumber = 1»«put 1 into currentauthor»«put 1 into prevauthor»«endif
«if AuthorID ≠ currentauthor»«Author»«endif
«if Reference
«if AuthorID ≠ currentauthor»  see «Reference»
   «else if AuthorID = currentauthor»See also «Reference»
   «endif
      «if recordnumber > 1»«put currentauthor into prevauthor»«endif
      «put authorid into currentauthor
      «if numproducts > 1—pull second product for references»«read»«endif
      «if prev numproducts > 2—pull third product for references»«read»«endif
«else
«if AuthorID ≠ currentauthor
«if additionalauthors—concatonate to author and add spaces and commas
«if word 1 of additionalauthors = "and"» «else», «endif»«additionalauthors»«endif»
   «Title».«if class = "BP"» Belknap«endif
```

Complete Catalog: Solution

Paper 2002 0-674-00932-X WANCHN $18.95x

Wang, Hui and Theodore Huters (ed.) China's New Order: Society, Politics, and Economy in Transition. 256pp
   Cloth 2003 0-674-00932-0 WANCHN $22.95

Wang, Yeh-Chien An Estimate of the Land Tax Collection in China, 1753 and 1908. (HEAM52) 192pp
   Cloth 1973 0-674-26825-3 WANEST $21.00x (D)
  Land Taxation in Imperial China, 1750-1911. (HEAS73) 192pp
   Cloth 1974 0-674-50860-2 WANLAN $35.00x

Wapnewski, Peter see Muller, Ulrich

Ward, David see Easterlin, Richard A.

Ward, Janie see Gilligan, Carol

Ware, Susan Beyond Suffrage: Women in the New Deal.
   Paper 0-674-06922-6 WARBEX $17.95x
  Letter to the World: Seven Women Who Shaped the American Century. 368pp
   Paper 2000 0-674-52545-0 WARLEZ $17.95

Warner, Michael The Letters of the Republic: Publication and the Public Sphere in Eighteenth-Century America.
   Paper 0-674-52786-0 WARLEY $20.50x
  The Trouble with Normal: Sex, Politics, and the Ethics of Queer Life. 240pp
   Paper 2000 0-674-00441-8 WARTRX $17.95 COBE

Warner, Sam Bass, Jr. Province of Reason. Belknap
   Paper 0-674-71958-1 WARPRX $15.95x
  Streetcar Suburbs: The Process of Growth in Boston, 1870-1900, 2nd ed..
   Paper 0-674-84211-1 WARSTX $18.95

Warnke, Martin Political Landscape: The Art History of Nature. (EAC)
   Cloth 1995 0-674-68616-0 WARPOL $46.50x NA
   Paper 1996 0-674-68617-9 WARPOX $27.50x NA

Warshow, Robert The Immediate Experience: Movies, Comics, Theatre, and Other Aspects of Popular Culture. 320pp
   Paper 2002 0-674-00726-3 WARIMX $18.95

Wason, P. Psychology of Reasoning: Structure and Content.
   Paper 0-674-72127-6 WASPSX $18.95x

Wasserman, Jeffrey see Manning, Willard

Wasserstein, Bernard Vanishing Diaspora: The Jews in Europe Since 1945.
   Cloth 1996 0-674-93196-3 WASVAN $31.00 COBEE

see also Gingerich, Francoeur

Weber, Steven The Success of Open Source. 320pp illus.
   Cloth 2004 0-674-01292-5 WEBSUC $29.95

Wedell, George see Katz, Elihu

Weems, Mason L. The Life of Washington. Belknap (JHL)
   Paper 0-674-53251-1 WEELIX $18.95x

Wei-Ming, Tu (ed.) Confucian Traditions in East Asian Modernity: Moral Education and Economic Culture in Japan and the Four Mini-Dragons.
   Paper 1996 0-674-16087-8 TUCONX $25.95x

Weibel, Ewald R., M.D. The Pathway for Oxygen.
   Cloth 1984 0-674-65791-8 WEIPAT $63.50x
   Paper 0-674-65790-X WEIPAX $33.00x
  Symmorphosis: On Form and Function in Shaping Life. 280pp illus.
   Cloth 2000 0-674-00068-4 WEISYM $50.00x

Weiler, Paul C. Governing the Workplace: The Future of Labor and Employment Law.
   Cloth 1990 0-674-35765-5 WEIGOV $52.00x
  Leveling the Playing Field: How the Law Can Make Sports Better for Fans. 368pp
   Cloth 2000 0-674-00165-6 WEILEV $33.00
   Paper 2001 0-674-00687-9 WEILEX $18.95x
  Medical Malpractice on Trial. 240pp
   Cloth 1991 0-674-56120-1 WEIMED $44.00x
  Howard Hiatt, Joseph P. Newhouse, William G. Johnson, Troyen Brennan and Lucian Leape A Measure of Malpractice: Medical Injury, Malpractice Litigation, and Patient Compensation.
   Cloth 0-674-55880-4 WEIMEA $42.00x

Weimer, David L. see Gormley, William T., Jr.
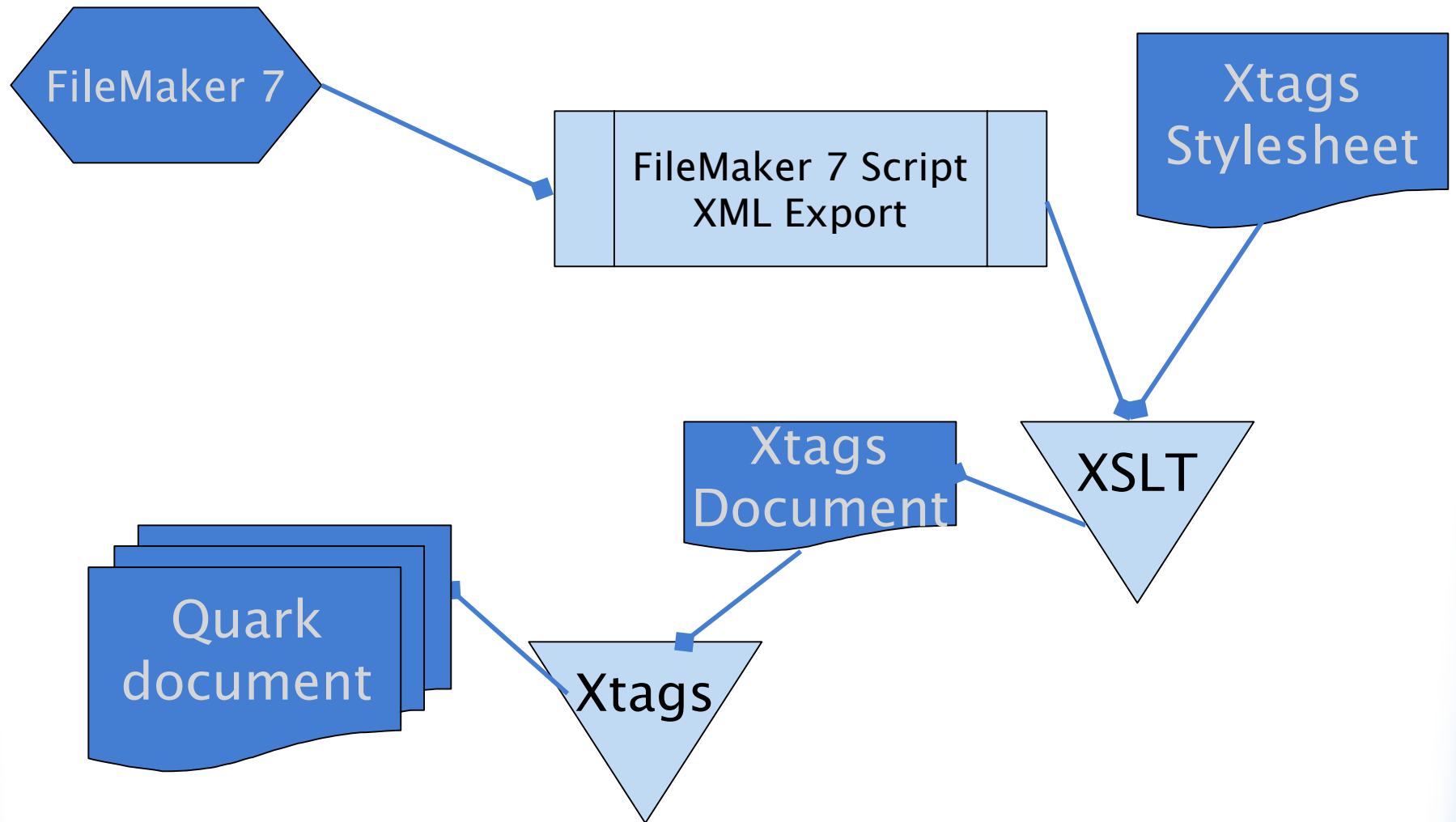
Weinberg, Daniel see Danziger, Sheldon H.

Weinberg, Steven Facing Up: Science and Its Cultural Adversaries. 300pp illus.
   Cloth 2001 0-674-00647-X WEIFAC $26.00x
   Paper 2003 0-674-01120-1 WEIFAX $16.95

Weinreb, Lloyd Natural Law and Justice.
   Paper 1990 0-674-60426-1 WEINAX $23.00x
  Oedipus at Fenway Park: What Rights Are and Why There are Any.
   Cloth 1998 0-674-63092-0 WEIOED $41.50x

Direct Mail: Problem

- Minimum of 20 projects per year
- Gather data from many sources
- Re-key or copy and paste from past projects
- High error rate
- Three designers

Direct mail: Workflow

FileMaker 7

FileMaker 7 Script
XML Export

Xtags
Stylesheet

Xtags
Document

XSLT

Quark
document

Xtags

Direct Mail: Solution

Direct Mail: Solution

```
<v2.00><e0>
@Normal=<Ps100t0h100z10k0b0cKf"?">
@Normal=[S"","Normal","Normal"]<*L*h"Standard"*kn0*kt0*ra0*rb0*d0*p(0,0,0,0,0,0,g,"U.S. English")>
@title=[S"","author"]<*L*h"Standard"*kn0*kt0*ra0*rb0*d0*p(0,0,0,0,9,3,g,"U.S. English")Ps100t0h100z12k0b0c"Web Green"f"?">
@subtitle=[S"","subtitle"]<*L*h"Standard"*kn0*kt0*ra0*rb0*d0*p(0,0,0,11,0,4,g,"U.S. English")Ps100t0h100z8k0b0c"Web Green"f"?">
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@title:<cKf"?">The Success of Open Source
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@Copy:<f"?">As Weber shows, in spite of the conventional wisdom that innovation is driven by the promise of individual and
    corporate wealth, ensuring the free distribution of code among computer programmers can empower a more effective process
    for building intellectual products. In the case of Open Source, independent programmers make unpaid contributions to
    software that develops organically, through trial and error. Weber argues that the success of open source is not a
    freakish exception to economic principles and explains the political and economic dynamics of this mysterious but
    important market development.
In the world of open-source software, true believers can be a fervent bunch. Linux, for example, may act as a credo as well as
    an operating system. But there is much substance beyond zealotry, says Steven Weber, the author of <I>The Success of Open
    Source<I>...An open-source operating system offers its source code up to be played with, extended, debugged, and otherwise
    tweaked in an orgy of user collaboration. The author traces the roots of that ethos and process in the early years of
    computers...He also analyzes the interface between open source and the worlds of business and law, as well as wider issues
    in the clash between hierarchical structures and networks, a subject with relevance beyond the software industry to the
    war on terrorism.
<\m>Nina C. Ayoub, <I>Chronicle of Higher Education<I>
Steven Weber has produced a significant, insightful book that is both smart and important. The most impressive achievement of
    this volume is that Weber has spent the time to learn and think about the technological, sociological, business, and legal
    perspectives related to open source.  <I>The Success of Open Source<I> is timely and more thought provoking than almost
    anything I've come across in the past several years. It deserves careful reading by a wide audience.
<\m>Jonathan Aronson, Annenberg School for Communication, University of Southern California
@datalines:<@$><t40z7f"?">2004  5 line illustrations  320 pp.
Cloth  $29.95  £19.95
ISBN 0-674-01292-5  Book Code: WEBSUC
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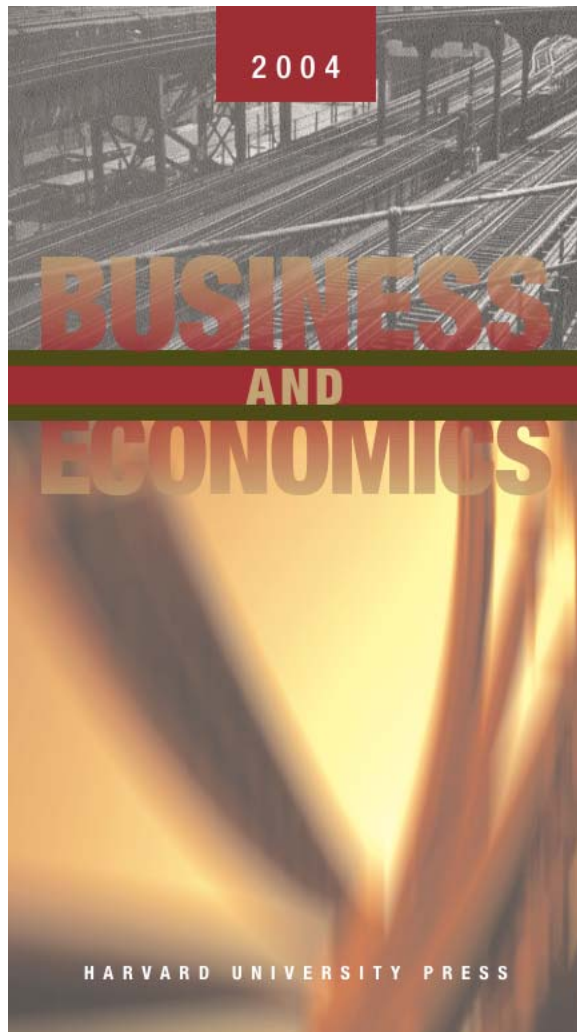
Direct Mail: Solution

sharing and pirating. This vexed ground, the realm of so-called "intellectual property," gives rise to a whole new kind of class conflict, one that pits the creators of information—the hacker class of researchers and authors, artists and biologists, chemists and musicians, philosophers and programmers—against a possessing class who would monopolize what the hacker produces. Drawing in equal measure on Guy Debord and Gilles Deleuze, *A Hacker Manifesto* offers a systematic restatement of Marxist thought for the age of cyberspace and globalization. In the widespread revolt against commodified information, McKenzie Wark sees a utopian promise, beyond the property form, and a new progressive class, the hacker class, who voice a shared interest in a new information commons.¶

What Ken Wark's book does is take us deep into the philosophy of hacking: it gives us a new way of seeing those irreverent folks who play for keeps with digital culture. Think of his book as a lexicon that says "play with digital culture like you would play with DNA—carefully." It's not every day that you get a book that takes you deep into the realm of practical analysis of the ways that we abstract thought and action in search for more kicks on-line, and for almost all aspects of control in digital culture from the top down "Hacker Manifesto" says—this is about exploration, this is about freedom. Inside out, upside down, information always wants to be free, and this is the book that shows us why.¶
—Paul D. Miller a.k.a. Dj Spooky that Subliminal Kid author of *Rhythm Science*¶

Ours is once again an age of manifestos. Wark's book

The Success of Open Source¶

Steven Weber¶

As Weber shows, in spite of the conventional wisdom that innovation is driven by the promise of individual and corporate wealth, ensuring the free distribution of code among computer programmers can empower a more effective process for building intellectual products. In the case of Open Source, independent programmers make unpaid contributions to software that develops organically, through trial and error. Weber argues that the success of open source is not a freakish exception to economic principles and explains the political and economic dynamics of this mysterious but important market development.¶

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—Nina C. Ayoub, *Chronicle of Higher Education*¶

We can blindly continue to develop, reward, protect, and
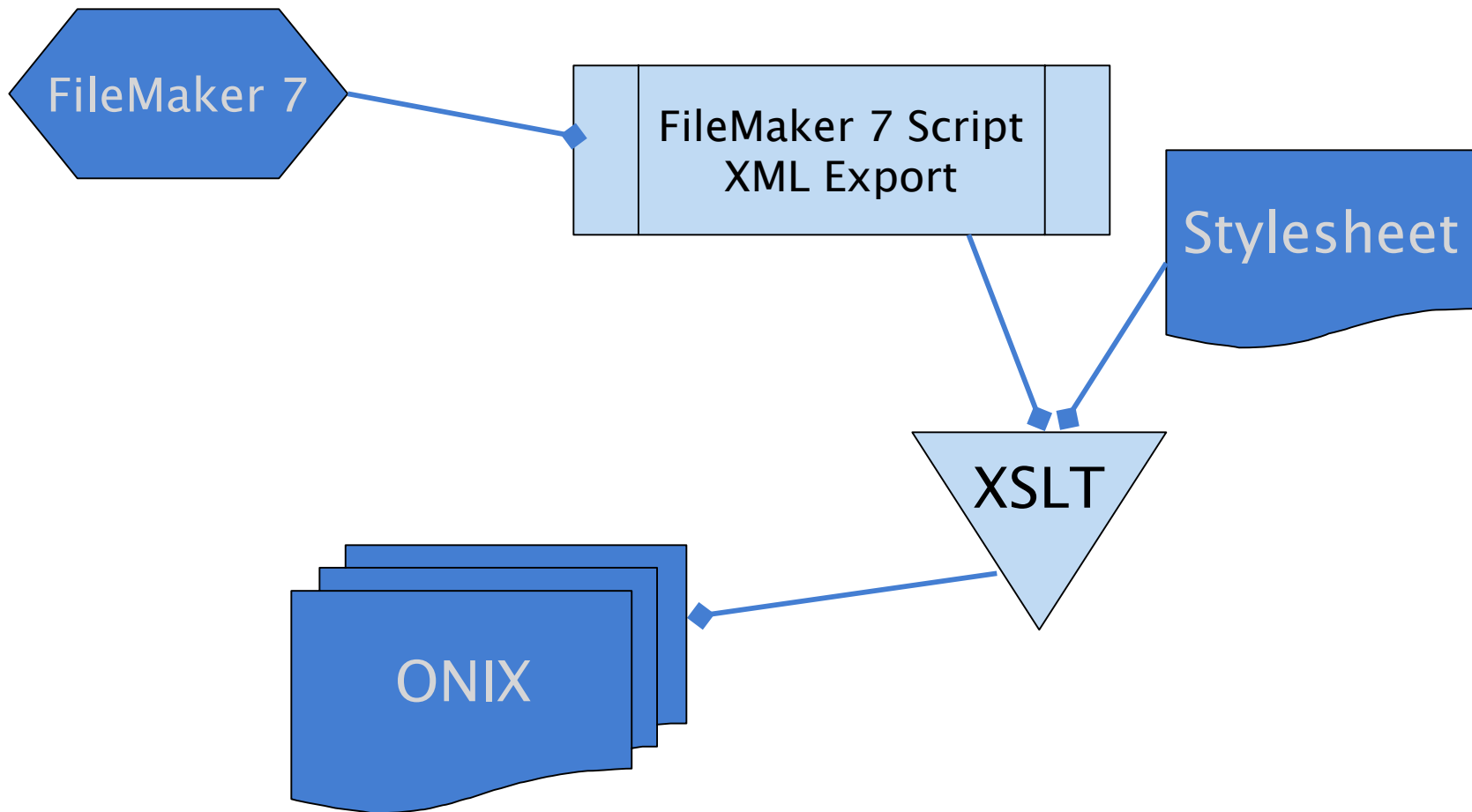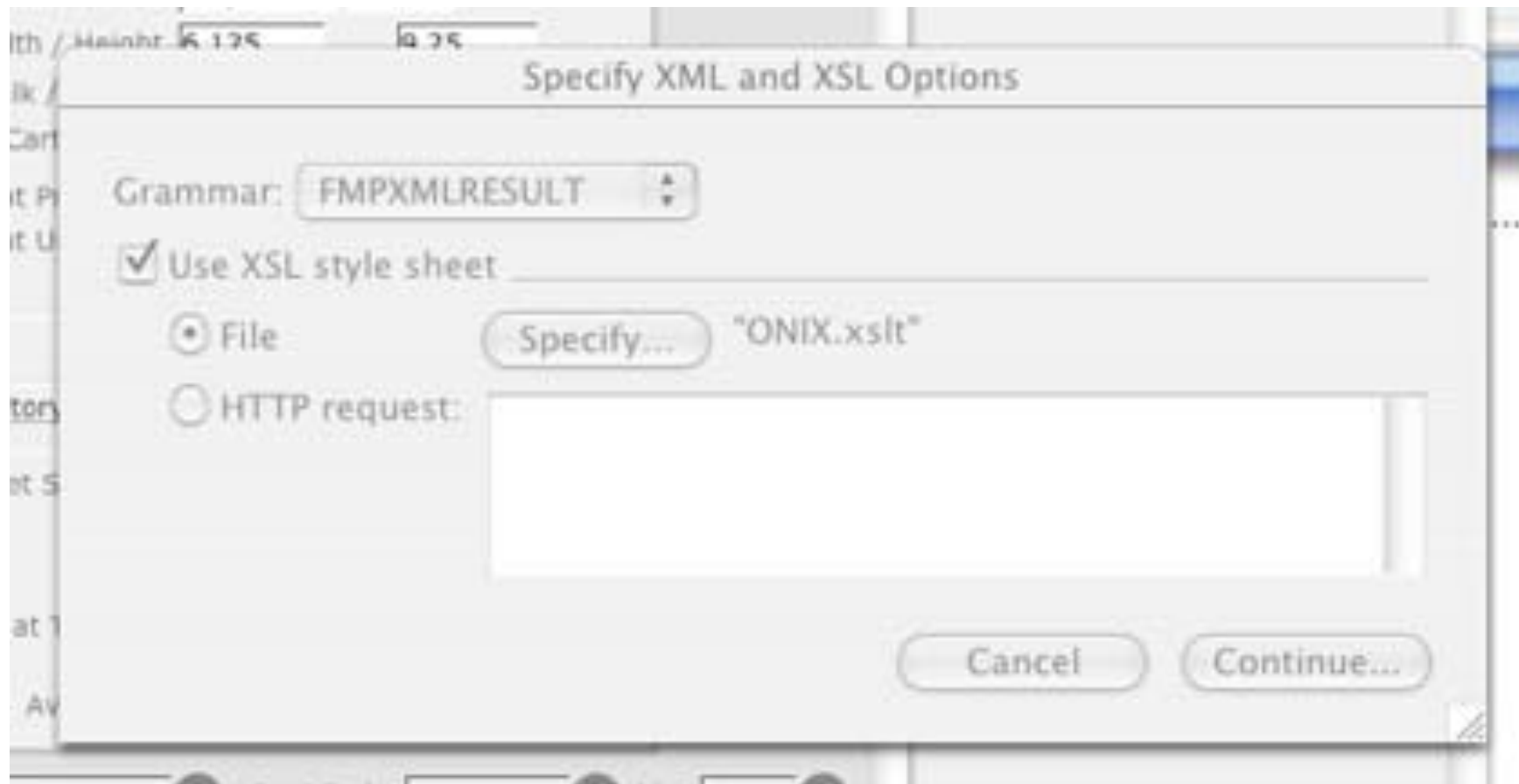
Direct Mail: Solution

ONIX: Problem

- Replaced vendor specific formats
- Remains difficult to pull all the data together
- Non-technical staff person responsible for creating and distributing

ONIX: Workflow

ONIX: Solution

ONIX: Solution

ONIX: Solution

```
543 ▽    <xsl:template match="fmp:ROW">
544 ▽        <product>
545            <xsl:call-template name="PR1_RecordReference"/>
546            <xsl:call-template name="PR2_ProductIdentifier"/>
547            <xsl:call-template name="PR3_ProductFormCode"/>
548            <xsl:call-template name="PR3_BookFormDetail"/>
549            <xsl:call-template name="PR5_Series"/>
550            <xsl:call-template name="PR6_Set"/>
551            <xsl:call-template name="PR7_Title"/>
552            <xsl:call-template name="PR8_Contributor"/>
553            <xsl:call-template name="PR10_Edition"/>
554            <xsl:call-template name="PR11_Language"/>
555            <xsl:call-template name="PR12_Extents"/>
556            <xsl:call-template name="PR13_Subject"/>
557            <xsl:call-template name="PR14_Audience"/>
558            <xsl:call-template name="PR15_OtherText"/>
559            <xsl:call-template name="PR16_ImageLinks"/>
560            <xsl:call-template name="PR17_Prizes"/>
561            <xsl:call-template name="PR19_Publisher"/>
562            <xsl:call-template name="PR20_PubStatus"/>
563            <xsl:call-template name="PR21_TerritorialRights"/>
564            <xsl:call-template name="PR22_Dimensions"/>
565            <xsl:call-template name="PR23_RelatedProducts"/>
566            <xsl:call-template name="PR24_SupplierAndPrices"/>
567        </product>
568    </xsl:template>
569
570 ▽    <xsl:template match="fmp:FMPXMLRESULT">
571        <!-- PROCESS EACH RECORD -->
572 ▽        <ONIXmessage release="2.1">
573            <xsl:call-template name="Header"/>
574            <xsl:apply-templates select="fmp:RESULTSET/fmp:ROW"/>
575        </ONIXmessage>
576    </xsl:template>
577 </xsl:stylesheet>
```

What's Next: ECM

- Enterprise content management
- Expand beyond marketing data
  - Add images to database
  - Link Harpo to Zeppo
  - Store documents in FileMaker
- Use XML export for other cases
  - Web: XML export with CSS
  - Catalogs: XML export to InDesign

Conclusions

- Why content management (CM)?
- Do you need a content management system (CMS)?
- What is a CMS?
- Four examples of how a simple CMS works at HUP

Resources

- Tools
  - www.filemaker.com/xml
  - www.editeur.org for information about ONIX
  - www.troi.com
  - www.emsoftware.com
- Books
  - *XML in a Nutshell*, Harold and Means, O'Reilly
  - *Special Edition Using FileMaker Pro 7*, Lane, Bowers, Love and Moyer, Que
- rosemary_tietge@harvard.edu