

The Fallacy of the “Zero-Sum” Game

Allison Randal

free software

reflect

development

many eyes

many hands

collaboration

coordination

innovation

foundation

inspiration

wheels, again

silos

sanity check

maintenance

app stores

feature parity

business

confidence

no lock-in

open data

adaptation

network

free software

\$0 software

\$1.99 software

market pressure

\$29.99 OS

support

services

content

zero-sum

create

competition

the best

Linux

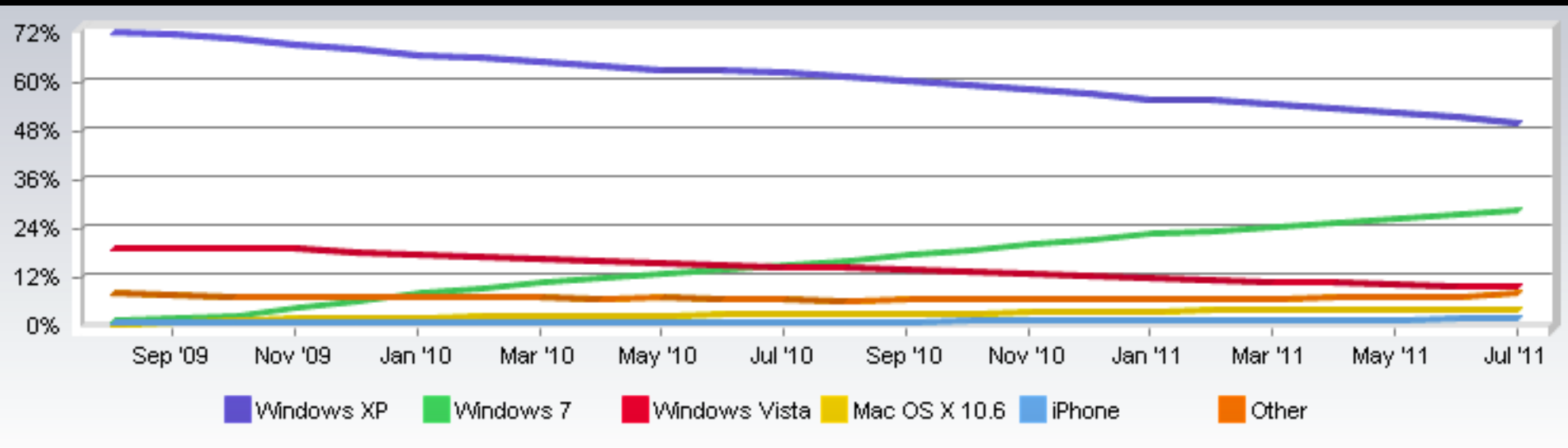
conversion

other OS

tech newbies

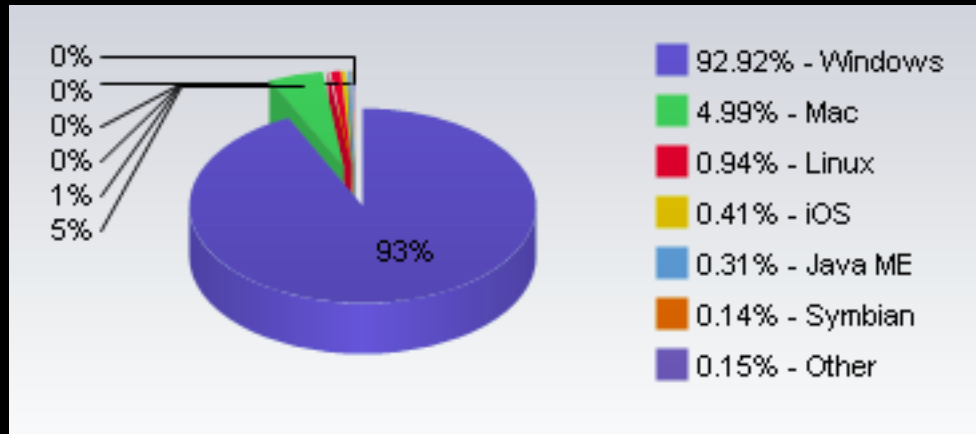
"Microsoft's share of internet-connected devices has gone from 95% to under 50% in 3 years"

— Roger McNamee



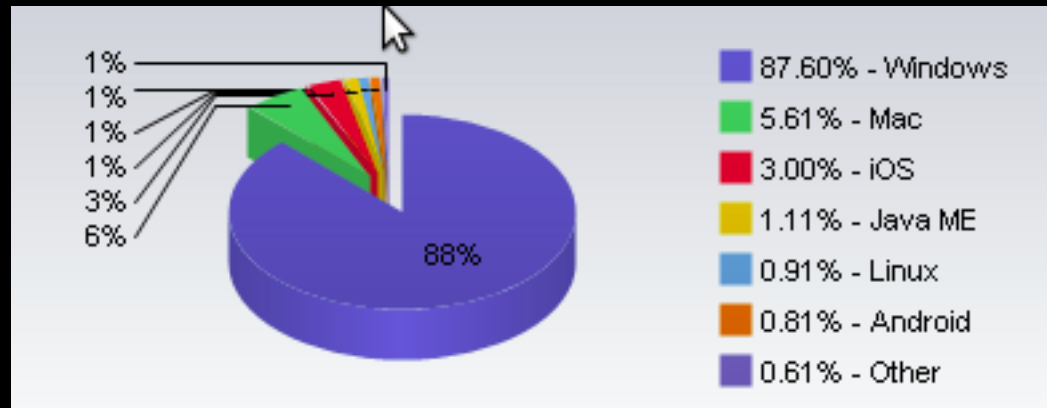
Source: RealTimeStats.com

August 2009

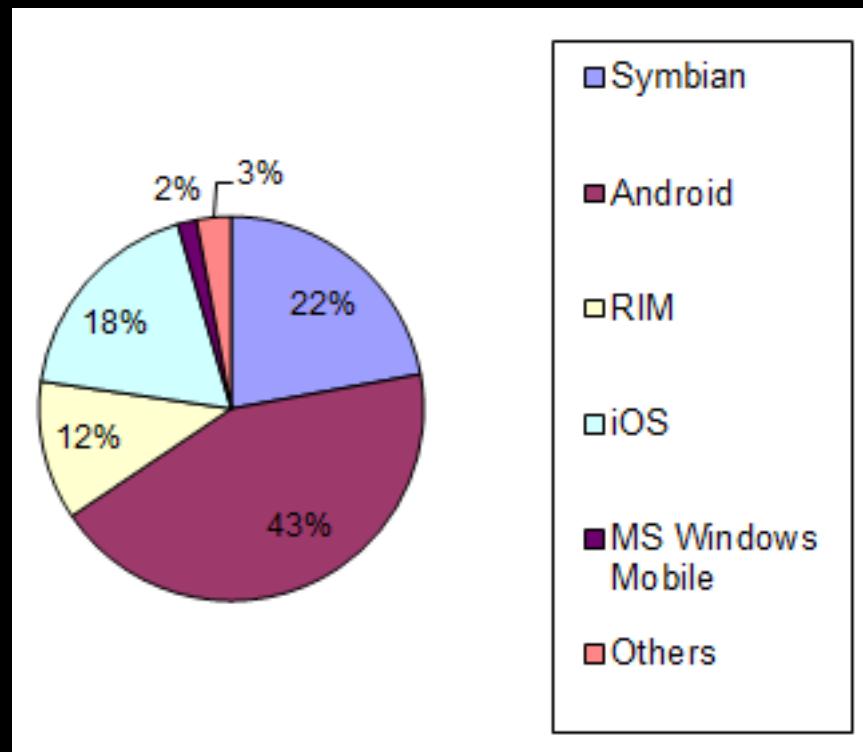


Source: RealTimeStats.com

July 2011



Source: RealTimeStats.com



Source: Gartner (Q2 2011)

refrigerators

plants

COWS

green fields

 Shutting down...

 Windows 7 Ultimate

not likely

rethink

"Few understand the power of brands and consumers better than Simon Mainwaring. In We First he presents a truly compelling vision of how to transform that power to the benefit of society and the good of capitalism."

— JEFF JARVIS, author of *WHAT WOULD GOOGLE DO?*

WE FIRST



HOW BRANDS & CONSUMERS USE
SOCIAL MEDIA TO BUILD A BETTER WORLD

SIMON MAINWARING

recession(s)

short-sighted

self-destruct

social good

profit

social media

purpose

generosity

community

humanitarian

improv

mistakes

public

learn

foundations

governance

representation

funding

sustainable

growth

free software

the future