

Friday, April 9, 2010

CIBRE Outreach -- CIBRE Seminar Series

CIBRE recently introduced a seminar series where academic and industry experts present advanced thinking on a wide range of topics that cross a variety of disciplines and industries.

The **CIBRE Seminars** directly reflect the integrative thinking philosophy driving the SBA's CIBRE by bringing a broad cross-section of people -- from academics and the business community -- together to encourage diverse thinking and sharing of different perspectives to advance research and solve problems.

Upcoming Seminar

Friday, April 16: How Open Content Can Keep Education Accessible and Competitive in a Flat World

Presented by: Eric Frank, Co-founder and Chief Marketing Officer, Flat World Knowledge

Knowledge is the black gold of the 21st century. In a flat world where workers are competing for access to the global economy, access to that knowledge is critical. As technology reshapes the global landscape, it has opened up access and fueled change. Legal structures and business models, however, have often lagged behind. This talk from a pioneer in the educational publishing industry will focus on the emergence of the technological, legal, and business model innovations that are driving creative destruction in the higher education textbook publishing sector. We will look at the emerging open content movement, and how it is increasing educational access, while holding out great potential for the improvement of educational materials and instruction.

Click [here](#) for more info or [here](#) for the full story.

For information about previous seminars see the [CIBRE Seminar Series Web page](#)

SUMMARY

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