

PAUL DUGUID

CV 1/2012

Positions

- 2005—present Adjunct Full Professor, School of Information,
University of California, Berkeley
- 2005—present Professorial Research Fellow,
Queen Mary, University of London
- 2008—present Visiting Research Fellow in Business History,
School of Management, York University, UK
- 2005—present Honorary Research Fellow
Institute for Entrepreneurship & Enterprise Development
Lancaster University
- 2005—2006 Visiting Fellow, Center for Science, Technology, and Society
Santa Clara University
- 2002—2003 Visiting Professor (part time), Organizational and Industrial Sociology,
Copenhagen Business School
- 2003 Maître de Recherche, École Polytechnique
Centre du Recherche en Gestion, Paris
- 1992—2004 Research Specialist, Social and Cultural Studies in Education,
University of California, Berkeley
- 1988—2001 Consultant Researcher, Xerox Corporation Palo Alto Research Center
Palo Alto, California
- 1987—1990 Research Scientist, Institute for Research on Learning
Palo Alto, California
- 1981—1987 Senior Editor, Granville Publishing, London

Books

The Social Life of Information, with J.S. Brown, Boston, MA: Harvard Business School Press, 2000
paperback, 2001

[Chapters available online at www.sociallifeofinformation.com]

listed by Tom Davenport in *Wall Street Journal* May 2011 as "an essential book for managers
making sense of information" and by Anthony Grafton in *New York Review of Books*
December 2010 as a milestone for historical scholarship

—Italian edition: *La Vita Sociale dell'Informazione: Miti e Realite nell'Era di Internet*. with preface
by Carlo Formenti, (trans. Giovanni Negro) Bologna: Segretariato Europeo per
le Pubblicazioni Scientifiche (SEPS), 2001

—Brazilian edition: *A Vida Social da Informação* (trans. Celso Roberto Paschoa) São Paulo:
Makron Books Ltda, 2001

- Dutch edition: *De Waarde van Informatie*, Amsterdam: Financial Times/Prentice Hall, 2000.
- Korean edition, Seoul, South Korea: Keorum Publishing, 2001
- Chinese edition (complex characters), Taiwan: Prophet Press, 2001.
- Chinese edition (simplified characters), Hong Kong: The Commercial Press, 2004.
- Japanese edition, Tokyo: Nikkei Publishing, 2002.

Edited Books

Trademarks, Brands, and Competitiveness, with T. Silva Lopes, London:
Routledge, 2010

Articles, chapters, etc.

- A Case of Prejudice? The Uncertain Development of Collective and Certification Marks,
forthcoming, *Business History Review*, forthcoming 2012
- Looking Askance at Trademark History [Introduction to special section on trademark history], with
T. Silva Lopes, forthcoming, *Business History Review*, forthcoming 2012
- O render da Guarda: Firmas britânicas no comércio do vinho do Porto de 1777 a 1840 in G.M.
Pereira, ed., *A História do Douro e do Vinho do Porto vol 4 Crise e Reconstrução. O
Douro e o Vinho do Porto no Século XIX*, Porto: Afrontamento, 2011
- Marques Frontières, *Libellio*, 2011 7: 3-13
- Introduction: Brands and Competitiveness, with T. Silva Lopes, in T. Silva Lopes and P. Duguid,
eds., *Trademarks, Brands, and Competitiveness*, London: Routledge, 2010
- Brands in Chains, in T. Silva Lopes and P. Duguid, eds., *Trademarks, Brands, and Competitiveness*,
London: Routledge, 2010
- Reading Registrations: An Overview of 100 Years of Trade Mark Registrations in France, the
United Kingdom, and the United States, with T. Silva Lopes & J. Mercer., in T.
Silva Lopes and P. Duguid, eds., *Trademarks, Brands, and Competitiveness*,
London: Routledge, 2010
- Search before *grep*: A Progress from Open to Closed? in Konrad Becker & Felix Stalder, eds.,
Deep Search, Vienna: Studienverlag, 2009
in German as
- Die Such vor *grep*: Ein Entwicklung von Geschlossenheit zu Offenheit? n Konrad Becker & Felix
Stalder, eds., *Deep Search: Politik des Suchens jenseits von Google*. Innsbruck:
StudienVerlag, 2009
- French Connections: The Propagation of Trade Marks in the Nineteenth Century. *Enterprise &
Society*, 2009 10(1): 3-37
Winner of the first Mira Wilkins Prize for the best article on International and
Comparative History, 2010
- The Community of Practice Then and Now in Ash Amin and Joanne Roberts, eds., *Organizing for
the Creative Economy: Community, Practice, and Capitalism*. Oxford: Oxford
University Press, 2008: 1-10
- Inheritance or Loss: A Brief Survey of Google Books. *First Monday*, 2007 12(8)

- Awards as Norms. response to Bruno Frey, "Awards as Compensation." *European Management Review*, 2007 4: 15-18
- The Douro and Its Wine in the English Imagination in G. M. Pereira & P.M. Leal, eds. *O Douro Contemporânea*. Porto, 2006.
- What *Talking* Tells Us, *Organization Studies*, 2006 27(12): 1794-1804
- Limits of Self-Organization: Peer Production and the "Laws of Quality". *First Monday*, 2006: 11(10)
- Untidy or Untractable? G.B. Richardson's View of Economics. *Aegis le Libello*, 2005: 2-6
- Introduction [to special issue on wine and networks], *Business History Review*, 2005 79(3): 453-466
- Networks and Knowledge: The Beginning and End of the Port Commodity Chain, 1703-1860, *Business History Review*, 2005 79(3): 499-526
Winner of the Newcomen-Harvard Article award for 2005
- Comprendre l'Innovation: Le Chaînon Manquant. [Debate with Richard Lester and Antonio Strati] *Gerer et Comprendre: Série des Annales des Mines*, 2005 81: 70-72
- "The Art of Knowing": Social and tacit dimensions of knowledge and the limits of the community of practice. *The Information Society* 2005 21(2): 109-118
- republished in
D. W. Livingstone and David Guile, eds., *The Knowledge Economy and Lifelong Learning: Critical Perspectives*. Amsterdam: Sense, forthcoming, 2012
- and in
Ash Amin and Joanne Roberts, eds., *Organizing for the Creative Economy: Community, Practice, and Capitalism*. Oxford: Oxford University Press, 2008: 69-89
- Brands and Supply Chains: Governance before and after Chandler. In H. Dumez, ed., *Contradictions et Dynamique des Organisations*. Paris: L'Harmattan, 2005: 329-369
- The Methuen Treaty in the English Imagination. *Historia*, 2004 3(4): 9-36
- "PG Tips" [a critique of Project Gutenberg and ideas of the Web as a universal library] *Times Literary Supplement* June 11, 2004
- Developing the Brand: The Case of Alcohol, 1800-1880. *Enterprise & Society*, 2003 4(3): 405-441
- Links and Lugares da Memória: The Douro's Historic Distributed Commercial Archive. In F. de Sousa, ed., *Os Arquivos da Vinha e do Vinho no Douro*. CEPESE: Porto, 2003: 113-123
- In Vino Veritas? Introduction to M. Kenney & R. Florida, eds., *Locating Global Advantage: Industry Dynamics in a Globalizing Economy*. Palo Alto, CA: Stanford University Press, 2003: xiii-xxxi
- Local Knowledge: Innovation in the Networked Age, with J.S. Brown. *Management Learning* (Special issue on Knowledge-Based Perspectives on Organization, H. Tsoukas, ed.), 2002 33(4): 427-438.

- The Social Life of Legal Information: First Impressions, *First Monday* 2002 7(9)
- Divide and Rule: Regulation in the Port Wine Trade, 1812-1840, with Teresa Silva Lopes. In T. Gourvish, ed., *Business History Year Book 3*, Aldershot, UK: European Society for Business History, 2001: 1-24
- Tudo em Detalhas: Instantâneos sobre o Comércio de Vinho do Porto entre 1777 e 1786. *O Douro*, 2001 10: 45-72
- Knowledge and Organization: A Social Practice Perspective, with J.S. Brown. *Organization Science* 2001 12(2): 198-213
- republished in
Fundamentals of Human Resource Development, ed Davide McGuire & Larry Dooley, London: Sage, 2011
- Innovation and Knowledge Management*, ed N. Anderson and Ana Cristina Costa, London: Sage, 2010
- Knowledge and Learning in the Firm*, ed B. Nooteboom, London: Edward Elgar, 2006
- Creativity Versus Structure: A Useful Tension, with John Seely Brown. *Sloan Management Review* 2001 42(4): 93
- Don't Count Society Out, with John Seely Brown. In Peter J. Denning, ed., *Invisible Future*, New York: McGraw-Hill 2001: 117-144
- Technology, Markets, & the New Political Economy of Higher Education, with Sheila Slaughter & Jeffrey Kittay. *Liberal Education* 2001 87(2): 6-17
- A Response to Bill Joy and the Doom-and-Gloom Technofuturists, with John Seely Brown. In Albert Teich, Stephen Nelson, Celia McEnaney, & Stephen Lita, eds., *AAAS Science and Technology Policy Yearbook 2001*, Washington DC, American Association for the Advancement of Science, 2001: 77-84
- Structure and Spontaneity: Knowledge and Organization, with J.S. Brown. In Ikujiro Nonaka & David Teece, eds., *Managing Industrial Knowledge: Creation, Transfer, and Utilization*, Thousand Oaks, CA: Sage Publications, 2001: 44-67
- republished in Portuguese as
Estrutura e Espontaneidade: Conhecimento e Organização, trans A. Brandão. In M.T. Fleury & M. Oliveira, eds, *Gestão, Estratégica do Conhecimento: Integrando Aprendizagem, Conhecimento e Competências*. São Paulo, Brazil: Editora Atlas SA, 2001: 50-85
- Risiken der Information: Eine Gesellschaftskritik des informationszeitalters. *GDI-Impuls* 4, 2000 (November), 22-29
- Limits to Information, with John Seely Brown. *Educause* 2000 6(35): 74-87
- Mysteries of the Region: Knowledge Dynamics in Silicon Valley, with John Seely Brown. In Chong-Moon Lee, William Miller, Henry Rowen, & Marguerite Hancock, eds. *The Silicon Valley: A Habitat for Innovation and Entrepreneurship*. Stanford, CA: Stanford University Press, 2000: 16-39
- Balancing Act: How to Capture Knowledge Without Killing it, with J.S. Brown. *Harvard Business Review* 2000 (May-June): 73-80
- Re-engineering the Future: A Response to Bill Joy, with J.S. Brown. *The Industry Standard* 2000 (April 24)

- Practice Makes Process, with J.S. Brown. *CIO* 2000 (March 1)
- O Vintage antes do Vintage. *O Douro* 1999 8(2): 51-73
- Ambiguous Company: Institutions and Organizations in the Port Wine Trade, 1814-1834, with Teresa Silva Lopes. *Scandinavian Economic History Review*, special issue on Institutional Theory and Business History, Mary Rose & Sverre Knutson eds. 1999 47(1): 83-102
- The Company You Keep: The Port Trade and the Decline of the Wine Company, with Teresa Silva Lopes. In A. Vieira, ed., *Os Vinhos Licorosos e a História*. Funchal, Madeira: Centro de Estudos de História do Atlântico, 1999: 285-309
- Organizing Knowledge, with J.S. Brown, *California Management Review* Spring, 1998 40(3): 90-111
- republished in
Reflections: The SoL Journal (with commentaries by Wanda Orlikowski and Etienne Wenger) 1999 (1) 2: 28-44
- Knowledge, Learning, & Routines*, eds. Nathalie Lazaric & Edward Lorenz, Cheltenham, UK: Edward Elgar, 2002
- Organizing Knowledge, with J.S. Brown. In P. Lloyd & P. Boylan, eds., *Web-Weaving: Intranets, Extranets, and Strategic Alliances*. Oxford, UK: Butterworth-Heinemann, 1998: 29-46
- Digital Libraries: Report of the Santa Fe Planning Workshop on Distributed Knowledge Work Environments, with Dan Atkins Ann Arbor, MI: University of Michigan School of Information, 1997
- Lavradores, Exportadores, Comissários, e Capitalistas: Os Componentes da Região do Vinho do Porto, *O Douro* 1996 1(2): 201-224
- The University in the Digital Age, with J.S. Brown, *Times Higher Education Supplement* 1996 (May 10, Multimedia Supplement): iv-vi
- The University in the Digital Age, with J.S. Brown, *Change: Journal of the American Association of Higher Education* 1996 (July/August): 11-19
- republished in
The Mirage of Continuity: Reconfiguring Academic Information Resources for the 21st Century, ed. B. Hawkins and P. Battin, Washington D.C.: Association of American Universities and Council on Library and Information Resources, 1998: 39-60
- A Produção de Famílias: O Comércio na História, with Jean Lave. *O Douro* 1996 1(1): 97-120
- Keeping it Simple, with J.S. Brown. In T. Winograd, ed., *Exploring Software Design*, Addison-Wesley, 1996: 129-145
- translated into Japanese, 1997
- Material Matters: The Past and the Futurology of the Book. In *The Future of the Book*, G. Nunberg, ed. Brussels, Belgium: Brepols, Berkeley, CA: University of California Press, 1996: 63-102
- exerted in,
The Book History Reader, ed. David Finkelstein, London: Routledge, 2006

The Social Life of Documents, with J.S. Brown. *Release 1.0* special issue. Available in Hungarian at the Hungarian Electronic Library (gopher://gopher.mek.iif.hu)

republished in
First Monday 1996 1(1)

Writing Materials, ed. E. Tribble and A. Trubek, New York: Longman, 2002

Practice at the Periphery: A reply to Steve Tripp, with J.S. Brown. *Educational Technology*, 1994 34(8): 9-11

republished in
Perspectives on Situated Learning, ed. H. McLellan, New Jersey: Education Technology Books, 1995: 169-174

Borderline Issues, with J.S. Brown. *Human-Computer Interaction*, 9 (1)(1994): 3-36, invited paper for special issue on 'context in design' with 25 commentaries by scholars and critics

Patrolling the Border: A reply to our critics, with J.S. Brown. *Human-Computer Interaction* 1994 9(1): 137-149

Technology Design for Democratic Practice: Towards informed participation, with J.S. Brown and S. Haviland. Washington, D.C.: Aspen Institute Report, 1994. *Aspen Quarterly* 1994 (fall)

Rethinking the Border in Product Design: An exploration of central and peripheral relations in practice, with J.S. Brown. In S. Yelavich, ed., *The Edge of the Millennium: An International Critique of Architecture, Urban Planning, Product, and Communication Design*. New York: Whitney Library of Design, 1993

Stolen Knowledge, with John Seely Brown. *Educational Technology* 33(3): 10-15, 1993

republished in
Perspectives on Situated Learning, ed. H. McLellan, New Jersey: Education Technology Books, 1995: 47-56

Coming of Age in Birmingham: Cultural studies and Conceptions of Subjectivity, with Jean Lave, Eric Axel, and Nadine Fernandez. *Annual Reviews of Anthropology*, 21: 257-282, 1992

Enacting Design, with J.S. Brown. In P. Adler and T. Winograd, eds., *Automation for Usability*, New York: Oxford University Press, 1992: 164-197

Organizational Learning: Towards a Unified View of Working, Learning, and Innovation, with J.S. Brown. *Organization Science* 1991 2(1): 40-57

republished in
Innovation and Knowledge Management, ed N. Anderson and Ana Cristina Costa, London: Sage, 2010

Organizational Learning and Knowledge Management, ed., William H. Starbuck, Cheltenham, UK: Edward Elgar, 2008

Knowledge and Learning in the Firm, ed B. Nooteboom, London: Edward Elgar, 2006

Organizational Learning: Perspectives and Practices, ed. Bhaskar Basu, Hyderabad; ICFA University Press, 2006

Management of Innovation, ed. John Storey. Cheltenham (UK): Edward Elgar, 2004

Networks, ed Gernot Grabher & Walter Powell, Cheltenham (UK): Edward Elgar, 2004

Knowledge and Communities, ed. Eric Lesser, London: Butterworth-Heinemann, 2000: 99-122

Organizational Learning, ed. Michael Cohen & Lee Sproull, Thousand Oaks, CA: Sage Publications, 1996: 58-83

New Thinking in Organizational Theory: From Social Engineering to Reflective Action, ed. Haridimos Tsoukas, London: Heinemann, 1994: 165-187

Italian translation

I Contesti Sociali Dell'Apprendimento: Acquisire Conoscenze a Scuola, Nel Lavoro, Nella Vita Quotidiana, ed. Clotilde Pontecorvo, Anna Ajello, Cristina Zucchermaglio, Milan, Italy: Edizioni Universitarie di Lettere Economia Diritto, 1995: 327-354

Situating the Debate, with J.S. Brown and A. Collins. *Education Researcher* 1989: 18 (4): 32-42

Situated Cognition and the Culture of Learning, with J.S. Brown and A. Collins. *Education Researcher*, 18 [1]: 32-42 1989

republished in

Classic Writing on Instructional Technology, ed. Donald P. Ely. New York: Libraries unlimited, 1996

Translated into Japanese, 1990.

republished in

Perspectives on Situated Learning, ed H. McLellan, New Jersey: Education Technology Books, 1995: 19-44

Encyclopaedia articles:

Porto. *History of World Trade Since 1450*, John J. McCusker, ed. New York: Macmillan Reference, 2005

Sociocultural Perspectives. *Encyclopedia of Distributed Learning*, Anna Di Stefano, Kjell Erik Rudestam, Robert J. Silverman, eds. Thousand Oaks, CA: Sage, 2004

Communities of Practice. *Encyclopedia of Community: From the Village to the Virtual World*. Karen Christensen & David Levinson, eds. Thousand Oaks, CA: Sage, 2003

Recent newspaper articles and reviews:

Review of Catherine Fiske, *Working Knowledge*. *Business History Review* 2011.

Martial's Modern Arts, Review of John B. Thompson, *Merchants of Culture*; Irving Louis Horowitz, *Publishing as a Vocation*; Jacques Bonnet, *The Phantom on the Bookshelves*. *TLS* Feb 23, 2011

Review of Adrian Johns, *Piracy: The Intellectual Property Wars from Gutenberg to Gates*, *Business History Review*, 2011 85(2): 381-3

Martial's Modern Arts, Review of John B. Thompson, *Merchants of Culture*, Irving Louis Horowitz, *Publishing as a Vocation*, & Jacques Bonnet, *The Phantoms on the Bookshelves*, *TLS* February 25, 2011

Spin Cycle, Review of Tim Wu, *The Master Switch* & Kevin Kelly, *What Technology Wants*. *Nation*, 2011 292(2-3): 33-35

Review of Catherine Fisk, *Working Knowledge*. *Business History Review*, 2011 85(1): 211-214

Switching About, Review of Nicholas Carr, *The Shallows*, *TLS* October 2010

Privacy Degree Zero, Review of Daniel Solove, *Understanding Privacy*, *Nation* 2010 290 (13): 30-22

Heaven Knows. Review of Victor Mayer-Schönberger, *Delete* *TLS* November 2009

Saving Paper. Review of Gary Hall, *Digitize this Book* *TLS* July 2009

After Entropy. Review of Clay Shirky, *Here Comes Everybody* *TLS* May, 2008

Review of Charles Woolenberg, *Berkeley: A City in History* *TLS* March, 2008

Review of Malcolm Jack, *Lisbon, City of the Sea* *TLS* February 22, 2008

Is the Web a Threat to Culture? Review of Andrew Keen, *The Cult of the Amateur: How Today's Internet is Killing Our Culture*. *TLS* September 12, 2007

Netting Out. Review of Fred Turner, *From Counterculture to Cyberculture*. *TLS* November 10, 2006

Netizens Awake, review of Yochai Benkler, *Wealth of Networks*. *TLS* July 7, 2006

Bodoni Bold. Review of Umberto Eco, *The Mysterious Flame of Queen Loana*. *TLS*, June, 2005

Lots of Copies. Review of James Raven, *Lost Libraries: The Destruction of Great Book Collections Since Antiquity*. *TLS* July 16, 2004

Review of Christy Campbell, *Phylloxera: How Wine Was Saved for the World* *TLS* March 26, 2004

A Suitcase Heading for Mars, Review of Francis Spufford, *Backroom Boys*. *TLS* November 7, 2003

Swiss Roles and Megabytes, Review of Georgina Ferry, *A Computer Called LEO*. *TLS* April 11, 2003

Getting and Spending, Review of Paul Delaney, *Literature, Money, and the Market: From Trollope to Amis*. *TLS* December 10, 2002

Mind the Gap, Review of Yvonne Dittrich, Christiane Floyd, and Ralf Klischewski (eds.), *Social Thinking—Software Practice, Ubiquity*-the ACM's Magazine and Forum August, 2002

Journey's End, Review of Colin Thubron, *To the Last City*. *TLS* July 5, 2002

An Adventuress, Review of Eça de Queiroz, *The Tragedy of the Street of Flowers*. TLS November 20, 2000

After All the Shouting, a Napster Compromise Seems Likely, Opinion page article, *San José Mercury* July 24, 2000

Goodbye to the Englishman's Wine, Review of R. Mayson, *Port and the Douro* and H. Oldenburg, *Port, TLS*, May 26, 2000

Net or Spider's Web, Review of L. Lessig, *Code and Other Laws of Cyberspace*. TLS March 24, 2000

Nameless Virtues, Review of José Sarramago, *Todos os Nomes*, TLS October 15, 1999

Letter from São Paolo, TLS October 1, 1999

Computers and translation, *Threepenny Review* June, 1997

Missing, Review of Fred Inglis, *Raymond Williams*, *Nation* March 11, 1996

Other articles and reviews in *San Francisco Chronicle*, *San Francisco Review of Books*, TLS

Research awards

- | | |
|------------|---|
| 2010--2011 | Portuguese Studies Program, Faculty Research Grant |
| 2009—2010 | France-Berkeley Fund |
| 2006—2009 | ESRC, UK
Reassessing the Mark: A Historical View of Trademarks and British Competitiveness
with Teresa da Silva Lopes, Queen Mary, University of London |
| 2004—2005 | ESRC/SSRC Visiting Fellowship Grant |
| 2003 | Maitre de Recherche, Ecole Polytechnique, Paris |
| 2001—2002 | Fellow, Center for the Public Domain |
| 1995—1998 | National Endowment for the Humanities, Washington D.C. Collaborative Grants
Division Producing Families: Trading in History, with Jean C. Lave |
| 1995—1998 | Fundação Luso-American, Portugal
Producing Families: Trading in History, with Jean C. Lave |

Recent teaching

- | | |
|-----------|---|
| 2009—2010 | Concepts of Information, School of Information, U.C. Berkeley |
| 2004—2007 | The Quality of Information, graduate course, School of Information, U.C. Berkeley |
| 2006—2010 | The History of Information, undergraduate course, U.C. Berkeley |
| 2006—2010 | Doctoral Colloquium, graduate course, School of Information, U.C. Berkeley |
| 2008-2010 | Politics of Piracy (DeCal faculty supervisor), U.C. Berkeley |

Recent Talks, Interviews, Presentations

- Of an Age or for All Time? Conflicts in the History of "Information" Invited contribution to American Historical Association plenary session: "How to Write a History of Information: Session in Honor of Peter Burke. Chicago, January 5, 2012
- "Great Tradition" or "Great Transformation": Reading Trends in Media History. Invited keynote. Australia Media Traditions 2011: Trends, Traditions, and Transformations. Melbourne Australia, November 22, 2011
- Scholarship, Scholarly Resources, and Scholarly Practice in the 21st Century. Invited keynote. American Research Libraries Forum: 21st-Century Collections and the Urgency of Collaborative Action. Washington, DC, October 14, 2011
- Material Matters, invited presentation, Teagle Workshop: "What is a reader?" Berkeley, June 9, 2011
- Publishing in Chains: Scholarly serials, supply chains, and certification. Keynote address, NASIG, St Louis, June 4, 2011
- Marks for Knowledge: Property and perpetuity. Business History Conference, St Louis, April 1, 2011
- California Marking. Asia-Pacific Economic and Business History Conference, Berkeley, Feb 20, 2011
- Stabilizing Information. I-School Conference, Seattle, February 9 2011
- The World According to Grep. Invited presentation, Why Books? Radcliffe Institute, Harvard, October 29, 2010
- To Your Marks: Aspects of Pharmaceutical History in the Trademarks Registers, 1860-1900. Pharmaceuticals in Historical Context, Madison, WI, Oct 23, 2010
- Marques Frontières. Aegis Seminar, École Polytechnique, Paris, Sept 10, 2010
- Trade Marks, Innovation, and the Union Label, "A New Kind of Property", Trade Mark Workshop, York, UK, November 19, 2009
- C is for D is for Digitize Conference, New York University Law School, October 9, 2009
- To Your Marks; Trade Marks in the Evolution of Modern Pharmaceutical Marketing, with Teresa da Silva Lopes. Association of Business Historians Conference, Liverpool, Friday July 3, 2009
- Marksmanship: Service Marks and Union Labels. Business History Conference/European Business History Association, Milan, June 12, 2009
- Books in Chains. The Coulter Lecture. California Library Association. San José, November 16, 2008
- The World According to Grep. Deep Search, World Information Forum Conference, Vienna, November 8, 2008
- The World According to Grep. Readex Digital Institute, October 9, 2008
- Transactions and Iterations: Preliminary Reflections on 100 Years of Trade Mark Registration Data. European Business History Conference, Bergen, August 23, 2008

Call This Progress? The Uncertain Path of US Trade Mark Law and Practice in the Nineteenth Century. Business History Conference, Sacramento, April 11, 2008

French Connections: Trade Marks and Comparative Analysis. Global Trends and Comparative Analysis Workshop, Centre for Globalization Research, Queen Mary, University of London, May 9, 2008.

Call this Progress, with Ross Housewright & Andrew McDiarmid. Business History Conference, Sacramento, April, 2008.

Driving or Driven? A View from the Other Side of the Counter/Keyboard. Innovative Interfaces, Oakland CA, March 26, 2008.

An Open and Shut Debate? The Culture of Web 2.0 in Historical Context. The ISI Samuel Lazerow Memorial Lecture. University of Arizona, March 13, 2008

Coming Together or Pulling Apart: W(h)ither Web 2.0? Innovative Interfaces, Directors' Symposium, Oakland, CA, March 6, 2008.

Community of Practice as Wonderwort. Professorial Inaugural Lecture, Queen Mary, University of London, January 22, 2008

Morbid Symptoms: The Reconstruction of Authority in the Digital World. Invited Panel, American Association of Law Libraries, New York, January 4, 2008

The French Connection: A Prehistory of Trade Marks. Association of Business Historians, Wolverhampton, UK, June 30, 2007

Beyond the Page: Questions of Quality & Web 2.0. Society for Scholarly Publishing Keynote. San Francisco, June 7, 2007

Strategies & Law. Trade Marks and British Competitiveness, Queen Mary, University of London, May 11, 2007

Mysteries of the Region: Mapping the Geography of Knowledge. Regions as Reservoirs of Innovation Conference, Lancaster University, April 26, 2007

The Quality of Information: High-tech Supply and Low-tech Command. Palo Alto Research Center, February 22, 2007.

What *Talking* Tells Us. Aegis Seminar, École Polytechnique, November 23, 2006

CoPs: Reflections from 15 Years on the Beat. Communities of Practice: A Driver for Innovation & Competitive Advantage? EU Dynamics of Institutions and Markets in Europe (DIME), Durham, UK, October 27-28, 2006

Experience v. Authority: Open Source and the "Laws of Quality". Berring Symposium: Legal Information and the Development of American Law. Boalt Hall, U.C. Berkeley, October 20, 2006

The Stamp of Truth: Brands in the Marketplace of Ideas. Society of Scholarly Publishers, Philadelphia, September 8, 2006

Brands in Chains: Hi-Tech Supply, Low-Tech Command. Association of Business Historians, Queen Mary, University of London, June 16-18, 2006

The Douro and Its Wine in the English Imagination. O Douro Contemporaneo, Porto, May 6, 2006

Knowledge in Collaborative Networks. Babson Center for Executive Education, April 27, 2006

Brands in Chains. Universidade Católica Portuguesa, Lisbon, April 7, 2006

The Quality of Information. Taiga Forum, Chicago, March 27, 2006

What *Talking* Tells Us: Technology, Ethnography, Organization, Knowledge, Bentley College, March 3, 2005

Brands in Chains. American History Association, Philadelphia, January 6, 2006

Brands in Chains: Hi-tech supply, low-tech command. Lancaster University Management School, November 24, 2005

Brands in Chains, Wharton Economic History Seminar, University of Pennsylvania, November 11, 2005

From Gutenberg to Project Gutenberg and Beyond. American Printing History Association, San Francisco, September 22, 2005

The Quality of Information. Tilburg Innovation Centre for Digital Resources, August 28, 2005

The Quality of Information is under Strain? New York Public Library, July 28, 2005

Innovation as Social Practice, Audencia Business School, Nantes, June 2, 2005

The Art of Knowing. Inaugural AEGIS Seminar, École Polytechnique, May 21, 2005

Innovation as Social Practice. Lancaster University Management School, May 9, 2005

Questions of Quality: Wisdom in the Age of Digital Information, Academic Assembly, Cornell University Library, May 5, 2005

Limits to Community: CoPs after Fifteen Years on the Beat. Closing keynote. Organisational Knowledge and Learning Conference (OKLC), Boston, March 19, 2005

Community of Practice: The Life of a Concept. IKON/EBK Seminar, Warwick Business School, Warwick, UK, March 7, 2005

Information Commons, Opening of Prescott College Library and Information Commons, Prescott College, AZ, Feb 17, 2005

Hi-Tech Supply, Low Tech Command: Brand in the PC Supply Chain. Learning Alliance, Center for Science, Technology, & Society, Santa Clara University, January 20, 2005

Innovation, Knowledge, and Dimensions, response to Richard Lester, Séminaire Condor, École Polytechnique, January 10, 2004

The Social Life of Information: Archives from the Other Side of the Counter. Opening Keynote, Society of Archivists, Glasgow, August 31, 2004

The Methuen Treaty in the English Imagination. Association of Business Historians, Nottingham, UK, June 25, 2004

Action at a Distance: The Creation and Recreation of the Port Supply Chain, 1700-1860. Business History Conference, Le Creusot, France, June 18, 2004

Brands and Supply Chains: Information, Institutions, Warrants. Free University, Amsterdam, June 24, 2004

Ars Celare Artem. Keynote presentation, CARL (California Academic and Research Libraries), Pasadena, CA, April 25, 2004

- The Methuen Treaty in the English Imagination. Portuguese Studies Program Seminar. Berkeley, April 22, 2004
- Seduction of Community. Organizing Practice Symposium (with Jean Lave and Lucy Suchman), Institute for Organizational Sociology, Copenhagen Business School, March 29, 2004
- Brands and Supply Chains. Inaugural Lecture. Business History Group, Queen Mary College, University of London, March 17, 2004
- Brands and Supply Chains: Governance before and after Chandler. CONDOR (Contradictions et Dynamique des Organisations) Series of GDR, CNRS, Fédération des Recherches sur les Organisations et leur Gestion. École Polytechnique, Paris, November 6, 2003
- Incentivizing Practice. Report on "Communities of practice, knowledge work, innovation, economic and organizational theory" prepared for the Institute for Prospective Technological Studies of the European Commission, Workshop on "ICTs and Social Capital in the Knowledge Society." Seville, November 4, 2003
- Mysteries of the Region. INFOBALT. Vilnius, Lithuania. October 24, 2003
- Socializing Information: Archives in the Digital Age. Opening Keynote, Society of American Archivist, Annual Conference, Spotlight on Archives, Los Angeles, CA, August 21, 2003
- The Devil is in the Context: Modernization, Transformation, and Legal Information. Opening Keynote, Conference for Law School Computing, Annual Conference, The Devil is in the Details, Duke Law School, June 19, 2003
- Socializing Information: Research Libraries from Print to Packets. Opening Keynote, Association of College and Research Librarians, Annual Conference, Charlotte, North Carolina, April 10, 2003
- Communities of Practice. Invited Talk, École des Hautes Études, Paris, May 15, 2003
- Balancing Acts. Invited Talk for the Faculty of Industrial and Organizational Sociology, Copenhagen Business School, November 5, 2002
- Developing the Douro Digital Archive. Invited talk, CEPSE, Vila Real, Portugal, September 26, 2002
- Developing the Brand. Association of Business Historians Annual Conference, Reading UK, Thursday June 27, 2002
- The Social Place of Information. Invited Talk, SSRC workshop Information Technology & Social Research: Setting the Agenda, Columbia University, New York, June 5, 2002
- The Social Life of Information. Public Lecture, Copenhagen Business School, May 23, 2002
- Internet, Location, Communities: The Social Life of Knowledge Revisited. Invited talks presented at the workshop Internet & the 21st Century, Wharton School, University of Pennsylvania, April 11, 2002
- The Social Life of Liberal Education. Presidential Convocation Series Address, Oberlin College, April 9, 2002
- The Social Life of Education. Invited talk presented at the workshop How Universities Think, UCLA, April 4, 2002

- Children's Books and the Digital World. Invited talk presented at the Internet Children's Digital Library Opening Workshop, Oakland CA, February 14, 2002
- Organizing Knowledge: The Social Life of Learning, Work, and Innovation. Keynote. Managing Organizational Knowledge, University of Melbourne, Melbourne Australia, January 23, 2002
- The Social Space of Information. Opening Keynote. Rethinking Teaching and Learning Spaces for Liberal Arts Colleges: Libraries, Classrooms, Computing and Media Centers. Inaugural Conference of the National Institute for Technology & Library Education. Emory University, Atlanta, GA, January 11, 2002
- The Cult of Information. Invited Presentation, Voices of the Commons Workshop, Center for the Public Domain, Marshall, Ca, December 7, 2001
- The Social Life of Learning. Invited presentation, Hewlett-Packard Research Center, Palo Alto, CA, December 4, 2001
- What Lies Beyond: Education Beyond Information. Invited Keynote, What Lies Beyond, 26th Annual Conference of the California Association for Institutional Research (CAIR), Sacramento, CA, November 15, 2001
- Material Matters: Communities of Practice, Knowledge Generation, Material Constraints, and Actor Network Theory. Invited Lecture, Copenhagen Business School, Copenhagen, Denmark, November 9, 2001
- The Social Space of Information. Invited paper presented at the First Monday conference FM 1 New Definitions: Value, Community Space, Maastricht, The Netherlands, November 5, 2001
- Partners in Time. Opening Keynote, Forging Library Partnerships in the Networked Age, University of California, Berkeley, November 2, 2001
- Informing the Port Wine Systems: 1640-1890. Paper presented on the panel Historical Development of Information Systems for Managing Complex Organizations before 1950. Academy of Management, Washington, DC, August 7, 2001
- The Social Space of Information: Special Collections and the Lure of the Local. Invited paper presented at the 42d Annual Rare Books and Manuscripts Conference, American Library Association, San Francisco, CA, June 15, 2001
- A Vida Social de Informação e o Vale do Silício, Opening address, Grandes Esperanças: Economia, Tecnologia e Felicidade: Como os Avanços Económicos e Tecnológicos Podem Melhorar Nossas Vidas e das Empresas, Instituto Fernand Braudel de Economia Munal/Fundação Armando Alvares, Penteado, São Paulo, Brazil, April 23-24, 2001
- What Do We Know about How People Learn? Opening Keynote, Online Learning: Serving People, Not Technology. Cambridge University, UK, March 27-28, 2001
- The Social Life of Legal Information? Law Schools and the Law Library, Opening Keynote, Not A Box but a Window: Law Libraries and Legal Education in a Virtual World, Faculty of Law, University of Toronto, February 22-24, 2001
- Radical Rupture, Keynote, annual meeting of the American Association of Colleges and Universities, New Orleans, LA, January 17-19, 2000
- The Portuguese in the Port Trade: A Preliminary Investigation, presented at the biennial meetings of the Associação Portuguesa de História Económica e Social, Porto, Portugal, November 23, 2000

The Social Life of Distance Education, Keynote, Telelearning 2000, Toronto, Canada, October 5, 2000

The Future of the Family Firm, Keynote, Annual Meeting of the Family Firm Institute, Washington DC, October 26, 2000

Organizing Knowledge, Sloan School of Management, October 13, 2000

Invited participant, Rand Conference on the Book and New Technology, Santa Monica, CA, October 5-6, 2000

The Place of Knowledge, invited paper, Berkeley Knowledge Forum, Haas School of Business, University of California, Berkeley, September 28, 2000

Developing the Brand: Notes towards a Prehistory of Branding in Wine, presented at the annual meetings of the European Business History Conference, Bordeaux, September 14-16, 2000

The Social Life of Education, Keynote, SUNY (Brockport) faculty retreat, August 24, 2000

Fresh Air (NPR), July 11, 2000

Going Digital, University Business, May 2000

The Social Life of Accreditation. Keynote speech, WASC Annual Conference, San Diego, April 22, 2000

Virtual Communities. Wharton School, University of Pennsylvania. April 7-8, 2000

The Social Life of Information. Cooper-Hewitt Museum, New York, April 5, 2000

Restoring Community. Saguaro Seminar: Civic Engagement in America. John F. Kennedy School of Government, Harvard University, April 1-2, 2000

The Bark of the Bourgeoisie. Paper presented at the annual meetings of the American Anthropological Association, Chicago, November 17, 1999

Changing of the Guard. Paper presented at the conference on A História do Douro e do Vinho do Porto, Porto, 20-21 September, 1999

Protecting the Marke--from whom? Paper presented at the Santa Marinha conference on the Port Wine Marqu, Vila Nova de Gaia, 16-18 September, 1999

Structure and Spontaneity: Knowledge and Organization. Conference on Knowledge-Based Competition: Corporate Education and Knowledge Management, University of São Paulo, Brazil, August 12-13, 1999

Institutional Asymmetries: Economics and Culture in the Development of the Port Wine Market. Symposion de la Asociación Internacional de Historia y Civilización de la Vid y el Vño. El Puerto de Santa María, Spain, 18-20 March, 1999

Technology Transfer & Stolen Knowledge. US Department of Transport, Technology Transfer Workshop, Salt Lake City, Utah, August 26, 1998

Institutions and Organizations, with Teresa Silva Lopes, Business History and New Institutional Theory, Reading, UK, May, 1998

Institutions and Information. UC Riverside Library Symposium, April 14, 1998

- Organizing Knowledge, with J.S. Brown, invited paper, Knowledge Dynamics and Innovation: First UC Berkeley Forum on Knowledge and the Firm. University of California, Berkeley, September 29, 1997
- Learning from Oz. Keynote address, UC Berkeley Information Futures Conference, San Francisco, September 7, 1997
- Institutions and Education. Invited presentation to the American Association of Higher Education, Washington, D.C., March, 1997
- University in the Digital Age. Keynote address, U.C. Berkeley faculty workshop on the Future of the University, January, 1997
- Stealing Knowledge and Legitimizing Theft. Invited paper for the conference The University in the 21st Century: Education in a Borderless World, Singapore, August 13-14, 1996
- The Lie of the Land: Considerations of Location in the Régua Fair. Invited paper for the conference História da Vinha e do Vinho no Vale do Douro, Regua & Porto, Portugal. March 22-24, 1996
- Negotiating Change: Relations between Town and Country in the Twilight of Portugal's Mercantile System. Paper presented at the Annual Conference of the International Conference Group on Portugal, Manchester, NH, September 28-30, 1995
- Looking at the Country from the Town. Paper presented at the conference A História Acolá: Identidades e diferenças na Vida Social do Portugal do Norte, Porto, Portugal, 8-10, December, 1994
- Material Matters. Invited paper presented at the conference The Future of the Book, Centro Internazionale di Studi Semiotici e Cognitivi, at the Università degli Studi, San Marino, July 28-30, 1994
- Speculations on 'Change: An Anglo-Portuguese Relation. Paper presented at the conference The Anglo-Portuguese Alliance in History (1373-1993), Cambridge, U.K., September, 1993
- Dialectics of Design, with J.S. Brown. Invited paper given at the conference Technology and the Future of Work, Stanford University, April, 1990

Education

MA, English Literature, Washington University, St Louis, Missouri, 1980

BA, English Literature and Philosophy, Bristol University, Bristol, England, 1972