

Table of Contents

October 2007

Articles

- 40 **Why 'Nearshore' Means that Distance Matters** *Erran Carmel and Pamela Abbott*
- 47 **Software Patents: The Good, the Bad, and the Messy** *Matt E. Thatcher and David E. Pingry*
- 53 **Knowledge Services on the Semantic Web** *Gregoris Mentzas, Kostas Kafentzis, and Panos Georgolios*
- 60 **Current Issues Faced by Technology Entrepreneurs** *U.N. Umesh, Len Jessup, and Minh Q. Huynh*
- 67 **Inspiring Students to Pursue Computing Degrees** *Asli Yagnur Akbulut and Clayton Arlen Looney*
- 72 **Physical Product Reengineering with Embedded Information Technology** *Prabhudev Konana and Gautam Ray*
- 79 **Business Process Development Life Cycle Methodology** *Michael P. Papazoglou and Willem-Jan van den Heuvel*
- 86 **Business Applications of Unstructured Text** *William L. Kuechler*
- 94 **Social Phishing** *Tom Jagatic, Nathaniel Johnson, Markus Jakobsson, and Filippo Menczer*
- 101 **Necessary Measures: Metric-Driven Information Security Risk Assessment and Decision Making** *Wade H. Baker, Loren Paul Rees, and Peter S. Tippett*
- 107 **Leveraging the Flexibility of Your Data Warehouse** *Richard J. Goeke and Robert H. Faley*
- 113 **Deterring Internal Information Systems Misuse** *John D'Arcy and Anat Hovav*



19



94

Departments

- 7 **News Track**
- 13 **Forum**
- 118 **Hot Links**
- 119 **Calendar of Events**
- 121 **Career Opportunities**

COVER: *Julien Capmeil*

Columns

- 15 **Technology Strategy and Management** *Extreme Programming Compared with Microsoft-Style Iterative Development* *Michael A. Cusumano*
- 19 **Legally Speaking** *Does Copyright Law Need to Be Reformed?* *Pamela Samuelson*
- 25 **Technical Opinion** *Reflections and Trends in the Expansion of Cellular Wireless Services in the U.S. and China* *Katia Passerini, Karen Patten, Michael R. Bartolacci, and Jerry Ejermedstad*
- 29 **Viewpoint** *Why We Compete in DARPA's Urban Challenge Autonomous Robot Race* *Sebastian Thrun*
- 33 **International Perspectives** *Post-Conflict Communications: The Case of Liberia* *Michael L. Best, Kipp Jones, Illenin Kondo, Dhanaraj Thakur, Edem Wornyo, and Calvin Yu*
- 128 **Inside Risks** *Toward a Safer and More Secure Cyberspace* *Herbert S. Lin, Alfred Z. Spector, Peter G. Neumann, and Seymour E. Goodman*