Why Did Adobe Acquire Behance?

Scott Belsky, CEO of Behance, Investor, and Author
I can only answer this from Behance's perspective…As we considered the prospect of joining Adobe, a few things struck us most:

***Connecting* the creative community is the best way to *empower* the creative community**. The creative industry has always been plagued with inefficiency and disorganization. But when we come together, we can use connectivity and transparency to our advantage. The prospect of using Adobe's reach to connect the entire creative community is a once-in-a-lifetime chance to empower the creative world.

It's about time our tools integrated with the way we discover, inspire and collaborate. For too long, the creative world has struggled with a disconnected creative process. Creation should be inherently collaborative - and must evolve more frequently than typical software upgrade cycles. If the tools we use to create are connected with how we showcase and discover creative work, we can help usher in a new era of idea exchange and collaborative creation.

Online applications should foster the discovery of talent and "creative meritocracy." Those of you who know us well know that Behance is obsessed with fostering proper attribution in creative work. With more transparency around who created what - and with whom - your work will increasingly become a source of new opportunity. We call it "creative meritocracy," and it happens when the creative world's work is organized, properly credited, and more easily discovered. As you put your work into the world, we want to make sure you get the credit (and opportunity) you deserve.

We're joining Adobe because the above points resonate with them just as much as they do with us.

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