

INDEX

- Aaron, Richard, 596–597
 ABI Research, 398
 “Above the fold” messages, 126
 Abrams, Jonathan, 457
 ACCESS (audience, concept, competition, execution, social media, sales viability) model, 671, 717–741, 763
 Accounts, with WordPress, 490
 Acrobat Connect, 655, 656–657
 Acrobat ConnectPro, 657
 Acteva, 571, 572–574
 Active community members, 686, 687
 Active Worlds, 320, 551, 552–553
 Ad awareness, online, 9
 Address Book feature, with Yahoo! Messenger, 427
 Addresses, embedded, 101, 110
 Adelson, Jay, 602
 Ad-funded mobile gaming, 403
 Adham, Allen, 569
 Adler, Ofer, 527
 Administrators, forum, 148–149
 Adobe Acrobat™, Adobe Connect and, 433
 Adobe Connect, 432–434
 Adobe Flash, 749
 Brightcove and, 521
 Adobe Flash animation software, 134
 Adobe Premiere, 246
 Adobe Presenter, Adobe Connect and, 433, 434
 Adobe Systems Inc., 656, 657
 Ad revenues, sharing in, 258
 Adscape, 337
 AdSense, 168, 382
 Google Search and, 625
 Advanced Research Projects Agency Network (ARPAnet), 45, 96, 119, 358, 357
 EveryZing and, 625
 AdventNet, 594
 Advergaming, 403
 AdverPlay, 337
 Advertisers, Madison Avenue, 126
 Advertising. *See also* Micro-advertising
 Active Worlds and, 552, 553
 AOL and, 574, 575
 AOL Instant Messenger and, 657
 AOL Mobile and, 641
 Bebo and, 450–451
 BitTorrent and, 576
 Blogger and, 474
 BlogTalkRadio and, 540
 Brightkite and, 642
 customer engagement with, 125
 David Meerman Scott on, 712–713
 Digg and, 600
 Eventful and, 578
 Facebook and, 452
 FeedBurner and, 617, 618
 Flickr and, 494
 4×4 Evolution and, 562
 Friendster and, 455
 gaming and, 561
 Gather.com and, 457, 458
 global spending on Internet, 392
 Google Alerts and, 579
 Google Gmail and, 583
 Google Reader and, 604
 Google Search and, 625, 626, 627
 Google Video and, 522
 Hulu and, 524, 525
 iGoogle and, 606
 in-game, 336, 341
 in social media strategy, 674
 iTunes and, 510
 Jott and, 646, 662
 KickApps and, 459
 Knol and, 480
 LinkedIn and, 460
 Live365 and, 542
 location-based services and, 401
 media and, 3
 Meebo and, 664
 Metacafe and, 525
 mobile gaming funded by, 403
 MOLI and, 462, 463
 MySpace and, 464
 My Yahoo! and, 607
 Ning and, 466
 Orkut and, 468
 Pay-Per-Click, 375
 Photobucket and, 496
 photo sharing and, 202
 PingShot and, 619, 620
 PodBean and, 511
 Podcast.com and, 513
 Reddit and, 609
 Redlasso and, 631, 632
 Rhapsody and, 515
 sales viability of, 732
 SHOUTcast and, 545
 Slide and, 500
 SlideShare and, 481
 strong communities and, 685
 as support for blogs, 168
 Survey Monkey and, 589
 TalkShoe and, 547
 Technorati and, 633
 There and, 557
 via mobile telephones, 399–400
 Viddler and, 527, 528
 web-site, 373
 Wikia and, 485, 486–487
 Wikipedia and, 489
 WordPress and, 490
 Yahoo! and, 592

- Advertising (*continued*)
 Yahoo! Search and, 635
 Yelp and, 611
 YouTube and, 529
 Zoomerang and, 597
 Advertising videos, 251–252
 ADV warning label, 101
 AdWords, 374, 375, 379–382
 getting started in, 380–382
 Google Search and, 625
 AdWords Wizard, 376
 Affiliate links, 175
 Affiliate marketing, 135
 Affinity communities, 673, 687–688
 Affinity engines, 469–470
 Age of the New Entrepreneur, 39
 Aggregators, 30–31, 346–348, 599–613
 Atom and, 616
 Digg, 599, 600–602
 FriendFeed, 599, 602–604
 Google Reader, 599, 604–605
 iGoogle, 599, 606–607
 My Yahoo!, 599, 607–609
 Reddit, 599, 609–611
 RSS 2.0 and, 621
 Tool Scorecard for, 599, 613
 Yelp, 599, 611–613
 AIM. *See* AOL Instant Messenger (AIM)
 AIM Buddy List, 420. *See also* AOL Instant Messenger (AIM)
 AIM Express, 420
 airG, 639, 640
 AirG.com, 407
 Aki-aki.com, 407
 Akismet, WordPress and, 490
 alakazimes.com, 340
 Albums, Photobucket and, 496
 Alexa, 136, 168
 Aley, Doug, 648, 664
 Algorithms, 361
 Allaire, Jeremy, 521–522
 Allaire Corporation, 521
 All-In-One SEO, 175
 AllOff, Kevin Marks on, 768
 All You Can Meet[®], GoToMeeting and, 431
 Alterman, Eric, 460
 Altruistic givers, David Nour on, 753
 Amanda Vega & Associates, 155
 Amanda Vega Consulting, 406
 Amarok, 228
 Amazon.com, 674
 American Cancer Society, 315, 316, 317
 Second Life and, 557
 American Public Media Group (APMG), 458
 American Red Cross, 273
 American Telephone and Telegraph (AT&T), early wireless phones from, 393
 America Online (AOL), 121, 571, 574–575. *See also* AOL entries
 Bebo and, 451
 LinkedIn and, 461
 in mobile marketing, 411
 Analog to digital video converter, 255
 Analysis, execution and, 729
 Analytics, 177
 Andersen Consulting, 619
 Anderson, Chris, 84
 Anderson, Tom, 49, 466
 Andreadsem, Erwin, 331
 Andreessen, Marc, 468
 AndrewSullivan.com, 165
 Android, 406, 410
 in mobile marketing, 411–412
 Animation software, 134
 Anshe Chung Studios, 314
 AOL Instant Messenger (AIM), 298, 420, 655, 657–659. *See also* AIM entries; America Online (AOL)
 Google Gmail and, 583
 iChat and, 421–422
 AOL LLC, 574, 657
 AOL Mobile, 639, 641–642
 API (application program interface), 62
 Apollo Group, Inc., 646
 Apple Computer, 69–70
 collaboration and, 677–678
 iTunes and, 510–511
 Apple computers, in publishing, 750
 Apple eWorld, 146
 Apple iChat, 421–423, 655, 661–662
 Apple iMovie, 750
 Apple iPhone, 225–226, 405, 749
 Apple Newton, 307
 operating system, 309
 Applepedia, Wikia and, 486
 Apple QuickTime, 240–241
 Applications. *See also* Aggregators; Productivity applications
 Acrobat Connect and, 656
 Acteva and, 573
 Active Worlds and, 552
 airG and, 640
 AOL and, 575
 AOL Instant Messenger and, 658
 AOL Mobile and, 641
 Apple iChat and, 662
 Atom and, 616
 BitTorrent and, 577
 Blogger and, 475
 BlogTalkRadio and, 541
 Brightcove and, 521
 Brightkite and, 643
 CallWave and, 645
 Constant Contact and, 476
 Digg and, 600–601
 education blogs and, 679–680
 Eventful and, 578
 EverQuest and, 566
 EveryZing and, 624
 Facebook and, 452–453
 Fast Pitch! and, 454
 FeedBurner and, 618
 Flickr and, 495
 FriendFeed and, 602, 603
 Friendster and, 456
 Google Alerts and, 580
 Google Docs and, 582
 Google Gmail and, 584
 Google Reader and, 605
 Google Search and, 626
 Google Video and, 523
 Go To Meeting and, 660
 Hulu and, 524
 Ice Rocket and, 628
 iGoogle and, 606–607
 interpersonal, 417–443
 for intra-company communities, 688
 iTunes and, 510–511
 Joomla and, 478, 479
 Jott and, 647, 663
 Jumbuck and, 649
 Justin.tv and, 544
 Kaneva and, 554, 555
 Kevin Marks on, 769
 KickApps and, 459–460
 Knol and, 480
 Live365 and, 543
 Meebo and, 665
 Metacafe and, 526

Index

789

- MetaTube and, 630
- MOLI and, 463
- MSGTAG and, 585
- MySpace and, 465
- My Yahoo! and, 608
- Ning and, 467
- Orkut and, 469
- Photobucket and, 496
- of photo sharing tools, 493
- Picasa and, 498
- PingShot and, 620
- Plaxo and, 470–471
- Plurk and, 534
- PodBean and, 512
- Podcast.com and, 514
- Radar.net and, 499
- ReadNotify and, 587
- Reddit and, 610
- Rhapsody and, 516
- RSS 2.0 and, 621
- Second Life and, 556
- SHOUTcast and, 546
- Skype and, 667
- Slide and, 501
- SlideShare and, 482
- SMS.ac and, 651
- SmugMug and, 502–503
- Survey Monkey and, 589
- TalkShoe and, 548
- Technorati and, 633
- There and, 558
- TiddlyWiki and, 591
- Twitter and, 536
- Twitter and, 536
- Twitxr and, 504
- TypePad and, 484
- Viddler and, 528
- virtual worlds and, 551
- WebEx and, 669
- Wikia and, 486
- Wikipedia and, 488
- WordPress and, 490
- World of Warcraft and, 568
- Yahoo! and, 593
- Yahoo! Search and, 636
- Yelp and, 612
- YouTube and, 530
- Zoho and, 594–595
- Zoomerang and, 596
- Zoomr and, 505
- App Store, 225
- Archie, 357
- Archiving, via PodBean, 512
- Armstrong, Heather, 76–77
- Armstrong, Jerome, 165
- Arnold, John, 111–113, 775
- Aronsson, Lars Erik, 184
- Arriola, Benj, 369–370, 775
- Artblog, 167
- Arundel, Rikki, 475
- ATMs (automated teller machines), Entropia Universe and, 564
- Atom, 344, 615, 616–617
- Atom 0.2, 345
- Atom feeds, 151, 230, 616–617
 - Google Reader and, 605
 - PingShot and, 620
- Atompub Group, 345
- Atom Publishing Protocol, 344, 345
- Atom Syndication Format, 344, 345
- Atrios, 169
- @ sign, 96
- Attitudes
 - execution and, 730
 - in identifying audience, 720
- Audacity, 213, 214, 215, 217, 219
- Audibles, with Yahoo! Messenger, 427
- Audience(s)
 - in ACCESS model, 718–725
 - classifying, 722–725
 - concept statement and, 727
 - David Meerman Scott on, 714
 - defined, 719
 - engaging, 7–12
 - execution and, 730–731
 - identifying, 719–722
 - knowing, 93
 - marketing and, 718–719
 - for movies, 722–725
 - net promoter score and, 732–733
 - social-media, 138, 139
 - successful movies and, 718
- Audience archetypes/personas, xi
 - ACCESS model and, 717, 722
 - concept statement and, 727
 - establishing, 77–78
 - in identifying audience, 722, 724–725
- Audio, for publishing, 749–750
- Audioblog, 167
- Audio capability, 27–28
- Audio chats, iChat and, 422–423
- Audio conferencing
 - with Adobe Connect, 433
 - CallWave and, 645
- Audio content, podcasting, 210
- Audio editing programs, 214
- Audio equalizing software, 217
- Audio file library, 234
- Audio files, 224
 - managing, 226
- Audio livecasting, 287–288
- Audio podcasts
 - creating, 223
 - ease of downloading, 234
- Audio recording program, 219
- Audio recordings, digitized, 208
- Audio recording software, 213
- Audio sharing, 223–235
 - beginnings of, 224
 - information related to, 224–231
- Audio sharing providers, 231–232
- Audio streaming, SHOUTcast and, 546
- Audio technology, 509
- Audio tools, 509–517
 - iTunes, 509, 510–511
 - PodBean, 509, 511–513
 - Podcast.com, 509, 513–515
 - Redlasso and, 631
 - Rhapsody, 509, 515–517
 - Tool Scorecard for, 510, 517
 - Zoho and, 595
- Authenticity, in podcasting, 219
- authorbound.com, xviii
- AuthorBound program, xvii–xviii
- Authoring tool, 275
- Authorities, social media, x
- Author/publisher relationship, 15
- Automated computer programs, 360
- Automated dictionary, 102
- Automatic, 489
- Avatars, 150, 312, 313
 - Active Worlds and, 552
 - Second Life, 319
- Awakening the Entrepreneur Within* (Gerber), 38
- Awareness page, 124
- Awareness stage, of the sales funnel, 122
- Aweber, 174, 175
- Backdrops, for iChat video chats, 422
- Background music, with Yahoo! Messenger, 428

- Backgrounds, with Yahoo!
 Messenger, 427–428
 Baghdad Blog, 169
 Bain & Company, 732
 Bamberger, Steve, 657
 Bandwidth, 240
 Banner advertising, 385
 Facebook and, 452
 Barcodes, in mobile marketing,
 410–411
 Barger, Jorn, 162
 Barry, Glen, 164
 Bartle, Richard, 331
 Bartle Test, 331
 Base stations, earliest, 393, 394
 Batey, Lisa, 290
 BBC, 273
 Twitter and, 537
 BBC News, blogging by, 167
 BBC video blogging site, 242
 BBN Technologies, 625
 Bebo, 450–451
 Bebo.com, 45
 Bebo Authors, 451
 Bebo Music, 450–451
 Bechtolsheim, Andy, 627
 Becker, Brady, 644
 Beesely, Angela, 486
 Behaviors
 execution and, 730
 forum, 148
 in identifying audience, 719–
 720, 724–725
 Beliefs
 execution and, 730
 in identifying audience, 720
 Bell, Alexander Graham, 289
 Bell Labs, early wireless phones
 from, 393, 394
 Benchmark Capital, 603
 benjarriola.com, 369
 Berman, Josh, 49, 466
 Berners-Lee, Tim, 118, 120, 357
 Berthelmy, Mark, 605
 Best practices, xiii
 Bianchini, Gina, 468
 Bidding, in Search Engine
 Marketing, 387
 Bidding mall, 386
 Big Sombrero Economy, 84
 “Big Tony, the Plumber” web
 site, 679
 Bill paying, Jott service and, 425
 Birch, Michael, 451
 Birch, Paul, 451
 Birch, Xochi, 451
 BirthdayAlarm.com, 451
 Bisson, Michelle, 479
 Bits, 239
 BitTorrent, 35, 256–257, 571,
 576–577
 BizBash Media, 597
 Black, Duncan, 169
 BlackBerry, 195, 395, 749
 CallWave and, 645
 Blawgs, 168
 Blended success metrics, 129
 Blendtec, 675, 684
 social media strategy of, 674
 Blendtec video, 251, 258–259
 Blizzard Entertainment, 325,
 335, 567, 568–569
 Blog-based books, 169–170
 BlogCatalog, 168
 Blog format, 350–351
 Blogger(s), 162, 473, 474–475.
 See also Blogging
 PodBean and, 512
 TypePad and, 485
 Blogger.com, 162, 165
 Blogger’s Code of Conduct, 167
 Blogging, 153. *See also* Blogs;
 Microblogging tools
 benefits of, 177–178
 Blogger and, 474–475
 as a business, 175
 Chris Pirillo on, 741
 collaboration and, 678
 Digg and, 601
 earning income via, 174
 education and, 679–680
 FeedBurner and, 617, 618
 Flickr and, 494
 FriendFeed and, 602, 603
 hardware and software for, 749
 Ice Rocket and, 627, 628, 629
 Jott service and, 425, 647, 663
 Jumbuck and, 649
 Kevin Marks on, 767
 PingShot and, 619
 Redlasso and, 631, 632
 Rhapsody and, 516
 Rich Site Summary and, 615
 in social media strategy, 673–
 674
 TalkShoe and, 548
 Technorati and, 633–634
 Twitxr and, 504
 TypePad and, 483–485
 WordPress and, 489–491
 Zoho and, 595
 Blogging conferences, 175
 Bloghood, 168
 Bloglines, 168
 Blog mailing list, 174
 Blog mission, 176
 Blogosphere, 168
 Technorati and, 633, 634
 Blog page, 125
 Blog platforms, browser-based,
 164
 Blog posts, scanning, 174
 Blog post titles, 173
 Blog providers, 169–172
 Blogs, 23, 48, 146, 161–179, 277,
 364, 758
 beginnings of, 162–167
 commenting on, 173
 company, 761–762
 credibility of, 166
 customer education via, 10–11
 earliest, 164
 education via, 679–680
 Gather.com and, 457
 hosted, 165
 immediacy of, 166
 importance of, 374
 information related to, 167–
 170
 KickApps and, 459
 linking, 164, 175
 maintaining, 169
 mobile telephone access to,
 398
 as a news source, 166–167
 political, 164, 165–166
 popularity of, 168–169
 purpose of, 161
 reading, 176
 searching for, 678
 in tapping into employee
 wisdom, 745
 widespread nature of, 166–167
 BlogScope, 168
 Blog-specific search engines, 168
 BlogTalkRadio (BTR), 232, 294,
 298, 539, 540–542, 781
 Blog topic, choosing, 174
 Blog Tracker, with Ice Rocket,
 629
 Blood Feud, 330
 Blossom, John, 82–85, 775
 bluecasting.com, 401
 Blue’s News, 163
 Bluetooth connection, 400–401
 gaming via, 402
 bluetoothmagnet.com, 401
 BlueTwit-IBM, 277

Index

791

- BMW brand pod, 247
 "Bob" operating system, 307, 308
 Boing Boing, 169
 Bolas, Jennie, 573
 Bolt, Beranek and Newman (BBN), 625
 Book, Betsy, 559
 Bookmarking, 352
 Bookmarklets, Reddit and, 610
 Book publishing, blogs and, 169–170. *See also* Publishing entries
 Books
 blog-based, 169–170
 marketing, 15–16
 Boolean logic
 Google Gmail and, 583
 Google Search and, 626
 Boss, Robert, 591
 Bots, 360
 with Active Worlds, 552
 Bounces, 99
 Bourne, Scott, 288
 Bourseul, Charles, 289
 Boutelle, Jonathan, 483
 Box.net, Zoho and, 594–595
 Bradley, Bill, 360
 Brake, David K., xiv, xviii
 Brand awareness, 9
 Brand-centric communities, 684
 Branded communities, Gather.com and, 457
 Branding, Kyle Ford on, 709
 Brand recognition
 aggregators and, 599
 Constant Contact and, 476
 There and, 558
 Brand value, increasing, ix, 73–74
 Bratton, Tim, 517
 Bray, Tim, 345
 Brewer, Jeffrey, 374
 Brightcove, 519, 520–522
 Brightkite, 639, 642–644
 BrightKite.com, 407
 Brin, Sergey, 523–524, 581, 627
 Broadband connection, 242
 Broadband Mechanics, 776
 Broadband studio, 257
 Broadcasting
 Brightcove and, 520
 Eventful and, 579
 Justin.tv and, 544
 Kaneva and, 554–555
 Live365 and, 542, 543–544
 livecasting as, 539
 music videos and, 519
 Redlasso and, 631, 632
 SHOUTcast and, 546–547
 via TalkShoe, 547–548
 YouTube and, 529, 530
 Broadtexter.com, 407
 Brogan, Chris, 176
 Broitman, Adam, 397, 775–776
 on mobile marketing, 410–412
 Brouaux, Alexandre, 517
 Browser-based blog platforms, 164
 Browser-based web platform, 181
 Browser software, 121
 Browsing, MetaTube and, 629–630
 Bruhnke, Doug, 56
 Bryant, Stephanie, 247–248, 776
 Bub.blicio.us, FriendFeed and, 603
 Buchheit, Paul, 584–585, 604
 Buck, James, Twitter and, 537
 Buckley, Michael, social media strategy of, 674
 Buddyping.com, 407
 BuddyPress, 58
 Buffer character, 327
 Buggles, 519
 Bulletin boards, 146
 Bulletin board systems (BBS), 163
 Bungie software, 335
 Burnes, James, 43, 45, 137–139, 360, 776
 Burnout Paradise, 325
 Bush, Vannevar, 118
 Business. *See also* Media-business relationship
 Acrobat Connect and, 657
 Active Worlds and, 552, 553
 aggregators and, 599
 airG and, 640
 AOL Instant Messenger and, 658
 AOL Mobile and, 641
 Apple iChat and, 661
 assessing opportunities and threats of, 705–706
 assessing strengths and weaknesses of, 704–705
 Atom and, 616–617
 Bill Jula on, 734–735
 BitTorrent and, 576
 Brightcove and, 520
 Brightkite and, 643, 644
 building communities for, 684–688
 CallWave and, 645
 collaboration in, 676–678
 communication in, 675–676
 concepts in, 725–727
 content in, 683
 control and influence in, 681–683
 conversation and, 675
 David Nour on, 751–754
 Digg and, 600, 601
 Entropia Universe and, 564, 565
 establishing and managing communities for, 689–690
 evaluating and organizing resources and, 743–744
 EverQuest and, 566–567
 FeedBurner and, 618
 FriendFeed and, 602–603
 gaming and, 561
 Gather.com and, 458
 Google Alerts and, 580
 Google Reader and, 604, 605
 Google Search and, 626
 Google Video and, 522, 523
 Go To Meeting and, 659, 660
 growth of, 112–113
 iGoogle and, 606, 607
 interpersonal applications and, 418
 interpersonal tools for, 655
 Joomla and, 478, 479
 Jott and, 647, 663–664
 Jumbuck and, 650
 Kaneva and, 554–555
 KickApps and, 460
 LinkedIn and, 461–462
 livecasting and, 539
 MOLI and, 463–464
 My Yahoo! and, 608
 paranoia in, 682
 Plaxo and, 470, 471
 Plurk and, 535
 Podcast.com and, 514
 productivity tools for, 571
 ReadNotify and, 587
 Reddit and, 610
 Redlasso and, 632
 Rich Site Summary and, 615
 RSS 2.0 and, 621
 rules of social media for, 5
 sales viability in, 731–733
 Second Life and, 556–557
 Skype and, 667

- Business (*continued*)
- Slide and, 501
 - SlideShare and, 482, 483
 - SMS.ac and, 652
 - SmugMug and, 503
 - social media macro strategy
 - for, 757, 760–765
 - social media strategy and, 673–674
 - Survey Monkey and, 589
 - TalkShoe and, 548
 - tapping into employee wisdom
 - by, 744–745
 - technology and support in, 748–750
 - There and, 558
 - TiddlyWiki and, 591
 - Twitter and, 536
 - Twitxr and, 504
 - TypePad and, 484–485
 - virtual worlds and, 551
 - WebEx and, 668–669
 - Wikia and, 486–487
 - Wikipedia and, 488–489
 - word-of-mouth, 5
 - Yahoo! and, 592–593
 - Yahoo! Search and, 635
 - Yelp and, 611, 612–613
 - YouTube and, 530
 - Zoho and, 594, 595
 - Zoomerang and, 596
 - Business applications
 - Doodle service and, 440–441
 - with Google Apps, 437, 438
 - Rishi Chandra on, 438–439
 - Business Application Suite, with Zoho, 594
 - Business blogs, 168
 - Business culture, 15
 - Business-customer match-making, 379
 - Business goals, ix, xi
 - Business opportunities, LinkedIn, 56
 - Businesspeople, as trusted networks, 46
 - Business professionals, Fast Pitch! and, 454–455
 - Business revenue models, MMORPG, 330
 - Business strategy, social media tools in, ix
 - Business-to-business (B2B) e-Commerce, worldwide, 392
 - Business-to-business (b-to-b) success metrics, 129–130
 - Business-to-consumer (B2C) transactions, worldwide, 392
 - Butterfield, Stewart, 495
 - Buyer personas, David Meerman Scott on, 714
 - Buying cycle, length of, 123
 - Buy page, 124
 - Buy stage, of the sales funnel, 123–124
 - Buy-to-play business revenue model, 330
 - Büyükkökten, Orkut, 469–470
 - Buzz Alert, with Yahoo! Messenger, 427
 - Byrne, Owen, 601–602
 - Bytes, 239
 - Cable technology, 240
 - Cadenhead, Rogers, 345
 - Cailliau, Robert, 119, 120, 143
 - Cain, David, 138–139, 777
 - Calacanis, Jason, 167
 - Calendars, Doodle service and, 440, 441
 - CallWave, 407, 639, 644–646
 - Camel Case titling, 183
 - Camera cell phones, 195, 196, 200–201
 - providers of, 200
 - Cameras
 - in mobile marketing, 410–411
 - for publishing, 750
 - Campaigns, regional and local, 134–135
 - “Camping”, 340
 - Canfield, Krista, 45, 61–62, 776
 - Canter, Marc, 776
 - Can-the-Spam (Can Spam) Act of 2004, 100, 101, 103, 110, 400
 - Capital Corporation, 38
 - Capita Learning & Development, 605
 - CAPTCHA Code, 149
 - Carmack, John, 163
 - Carriers, in mobile marketing, 411, 412
 - Cars, iPod-compatible, 207
 - CarTalk, 75
 - Case, Steve, 575, 642, 658
 - Cashmore, Pete, 349–351, 777
 - Castronova, Edward, 333
 - Cave paintings, 75
 - Cave Phone, 393
 - Cave Radio, 393
 - CBS News, 217
 - Celebrity Baby Blog, TypePad and, 484
 - Cell phones. *See also* Camera cell phones
 - AOL Mobile and, 641–642
 - beginnings of, 393–398
 - Brightkite and, 643–644
 - CallWave and, 644–646
 - camera-enabled, 196
 - Google Video and, 522
 - Jott service and, 423, 425, 646–648, 662–664
 - Jumbuck and, 648–650
 - Meebo and, 665–666
 - need for, 393
 - Skype and, 667–668
 - SMS.ac and, 650–652
 - social media tools for, 639–653
 - worldwide ownership of, 406
 - Yahoo! Messenger and, 426–428
 - Cells, earliest, 393, 394
 - Cell sites, earliest, 394
 - Cellular technology
 - early, 394
 - Internet and, 391
 - Censorship, 243
 - in China, 36
 - Center for Disease Control (CDC), in MMORPG WoW, 331–333
 - Centralized Code, Kyle Ford on, 709
 - Cerf, Vint, 34, 118, 119, 777
 - Certification, ReadNotify and, 587–588
 - Chandra, Rishi, 777
 - on Google Apps, 437–439
 - Channels, Justin.tv, 545
 - Charish, Bob, 541
 - Charish, Levy, 541
 - Chase, Steve, 328
 - Chat Del Mundo, with Jumbuck, 649
 - Chat do Mundo, with Jumbuck, 649
 - Chat rooms, 145, 146
 - Chat sessions, Google Gmail and, 583, 584
 - Chatting. *See also* AOL Instant Messenger (AIM); Instant messaging
 - Apple iChat and, 661–662
 - with Google Talk, 420–421
 - via Justin.tv, 545

Index

793

- Chen, Steve, 242, 530
 Chicco, Vinnie, 208
 Children's Online Privacy Protection Act (COPPA), 149
 Child safety issues, 54
 Chilton, Tom, 334
 China
 Entropia Universe and, 564, 565
 Internet usage by, 392
 Chung, Anshe, 314, 333
 Cilley, Marla "The Flylady", 540–541
 Cinematography, Vidler and, 528–529
 CipSoft SmartCell Technology, 402
 Cisco Systems, 272, 668
 Citizendium, 184
 Citizen journalism, 89, 137, 274
 Citrix Systems Inc., 659, 661
 Claim Your Content platform, YouTube and, 530
 Clark, Scott, 664
 Classification systems, 22
 "Click Here to Purchase", 128
 Click-fraud management, 380
 Click-throughs, 99, 105
 Client demographic, reaching, 9
 Clients, engaging, 44. *See also* Customers
 Cloaking, 366
 Closed wikis, 184
 Cloud computing, Rishi Chandra on, 438
 Cloud concept, David Treadwell on, 771–773
 Cloud Nine, 311
 Clough, Scott, 337–340, 778
 Clover, Steve, 330, 567
 CNN, 217
 Twitter and, 533, 537
 CNN.com, 686, 759
 Chris Pirillo on, 739
 Cohen, Bram, 257, 577
 Coke Studios, 320
 ColdFusion, 521
 Collaboration, 18. *See also* Social media
 Acrobat Connect and, 656
 Apple iChat and, 661
 David Nour on, 751
 as an engagement strategy, 8, 731
 Go To Meeting and, 660
 in mastering social media strategy, 675, 676–678
 online, 35
 in pinpointing social media starting point, 746
 social media strategies in, 671
 TiddlyWiki and, 591
 WebEx and, 669
 Zoho and, 594
 Collaborative publishing, Google Docs and, 581–582
 collegeboyslive.tv, 290
 CollegeClub.com, 652
 Combs, Brett, 563
 Combs, Scot, 288
 Comcast, 35–36, 272
 Comcast Interactive Media, 471
 Commenting, 260
 importance of, 204, 248
 Comment marketing, 255, 785
 Commercial e-mail messages, 100
 Commercial Internet-only radio stations, 288–290
 Commissions, sales viability and, 732
 CommonCraft.com, 186
 Commons Project, 180
 Communication(s)
 Acrobat Connect and, 656, 657
 AOL Instant Messenger and, 658–659
 Apple iChat and, 661–662
 Brightkite and, 643, 644
 CallWave and, 645
 Chris Pirillo on, 738
 corporate, 103–104
 as an engagement strategy, 7–8, 731
 forum, 152–153
 FriendFeed and, 602
 Go To Meeting and, 660
 Jott and, 647, 663–664
 Justin.tv and, 544–545
 livecasting and, 539
 in mastering social media strategy, 675–676
 Meebo and, 665–666
 person-to-person, 9
 in pinpointing social media starting point, 746
 to prospects and customers, 161
 Second Life and, 556
 Skype and, 667–668
 SMS.ac and, 651–652
 social media strategies in, 671
 in SWOT analysis, 704, 706
 TalkShoe and, 548
 Technorati and, 634
 trust and transparency with, 137
 verbal, 237
 via Plurk, 534, 535
 via Twitter, 535–537
 WebEx and, 668–669
 Yahoo! and, 592–593
 Zoho and, 594
 Communication Services Inc., 646
 Communicators, in mobile viral marketing, 403–404
 Communities
 brand-centric, 684
 building, 64, 94
 Chris Pirillo on, 738
 commitment to, 63
 concepts and, 725–727
 content and, 684–688
 creating, 78, 763–764
 establishing and managing, 689–690
 execution and, 729
 global, 59
 joining, 323
 Kaneva and, 554
 Kyle Ford on, 710–711
 making money with, 81
 making or breaking, 686–687
 with Pownce, 690–693
 sales viability in, 731–733
 social media strategy and, 673–674, 684–688, 689–690
 strong, 685–686
 types of, 673, 687–688
 Yelp, 91–92
 Community 2.0, 47
 Community effect, 201
 Community evangelists, 689–690
 Community managers, 689
 Community marketing, 300–301
 Companies. *See also* Corporations; Organizations
 as potential publishers, 71–73
 social networking tools from, 449–450
 use of virtual worlds, 321–322
 Company blogs, 761–762
 Company forum, 145

- Company retreats, in tapping into employee wisdom, 744
- Company-sponsored blogs/wikis, 10–11
- Company successes, exploring, 322
- Company value, increasing, 73–74
- Company wikis, 181, 191
- Competition
 - in ACCESS model, 727–728
 - David Nour on, 751
 - knowing, 94
 - knowing and understanding, 728
- Competitive audience persona, 724
- Competitive edge, x
- Competitors
 - ACCESS model and, 717
 - business content and, 683, 684, 685
 - establishing and managing communities and, 689
 - in SWOT analysis, 706
- Complete customer experience, xi
- Compression technology, 240
- CompuServe, 121
- Computer-based virtual reality, 305
- Computer electronic mail, 96
- Computers. *See also* Desktop computers; Laptop computers; Macintosh (Mac) computers; Personal computers (PCs)
 - in assessing technology and support, 749
 - David Treadwell on, 773
- Computer workstation, 120
- Concept
 - in ACCESS model, 717, 725–727
 - competition and, 727–728
 - differentiating, 93
 - execution and, 728–729
 - testing and validation of, 727
- Concept statement, 726–727
 - execution and, 730
- Conde Nast Publications, Reddit and, 609, 611
- Conferencing
 - with Adobe Connect, 432–434
 - with GoToMeeting, 430–431
 - with WebEx, 431–432, 669
- with Yahoo! Messenger, 427
- Confidentiality
 - Go To Meeting and, 660
 - with LinkedIn, 462
- Connectors, 757
- Constant Contact, 7, 23, 109–110, 112, 473, 476–477, 779
 - communication via, 676
- Consumer Best Practices
 - Guidelines, mobile
 - telephone advertising and, 400
- Consumer needs, meeting, 76–77
- Consumers
 - Kevin Marks on, 766–767
 - in mobile marketing, 411
- Content
 - ACCESS model and, 717
 - aligning with audience needs, 690
 - Bill Jula on, 737
 - Chris Pirillo on, 738
 - community reactions toward, 686–687
 - creating, 93, 389
 - creating communities around, 684–688
 - David Meerman Scott on, 714
 - in defining business, 683–684
 - as a design element, 131
 - execution and, 730
 - importance of, 75, 76, 141, 218–219
 - making money with, 81
 - in Search Engine Optimization, 362–363
 - social media strategy and, 673–674
 - sticky, 684
 - streaming, 287
 - user-generated, 23, 79–81, 689
 - ways people are engaged by, 79–80
 - web-site, 370
- Content Blogger, 82
- Content Connections LLC, xvii–xviii
 - ACCESS model and, 717
 - in identifying audience, 720
 - net promoter score and, 733
- Content creators, 257
- Content filters, 102–103
- Content freshness, 363–364
- Content hubs, Wikia and, 486, 487
- Content management system (CMS), 80
 - Joomla as, 478
- Content Nation, 82–83
- Content Nation* (Blossom), 775
- Content Network, 382
- Content Partners, 258
- Contributions
 - business content and, 683
 - TiddlyWiki and, 590
- Control, in social media strategy, 681–683
- Control Video Corporation, 575, 658, 642
- Conventional marketing strategy, 135
- Conversation(s)
 - authentic, 157–158
 - business content and, 683
 - control and influence via, 681–683
 - Digg and, 600
 - in mastering social media strategy, 675
 - social media enabling of, 4
 - social networking via, 449
 - using phone technology, 232–233
- Conversational media, 6
- Conversion(s), 105
 - quantifying, 129
 - segmenting to maximize, 105–106, 114
 - successful, 128
- Conversion definitions, understanding, 141
- Conversion message
 - fine-tuning, 129
 - importance of, 127–129
- Conversion rate, 95, 128
- Conversion-tracking software, 382
- Converter box, 255
- Conway, Ron, 627
- Cooper, Martin, 393
- Coopertition, 72–73
- Copyrighted material, posting, 260
- Copyright infringements, 148
- Copyrights, 213, 220
- Copyright violations, 256
- Core customers, understanding, 322
- “Core excellence”, 40
- Core Team Members, with Joomla, 479

Index

795

- Corporate blogs, 168
- Corporate communications, customer evaluation of, 103–104
- Corporate partners, xvi
- Corporate twitterers, 271–273
- Corporate web site, 156
- Corporations
 - Acteva and, 572
 - airG and, 640
 - assessing opportunities and threats of, 705–706
 - assessing strengths and weaknesses of, 704–705
 - Brightkite and, 644
 - EveryZing and, 625
 - Google Video and, 522
 - Joomla and, 478, 479
 - Slide and, 501
 - tapping into employee wisdom by, 744–745
 - Technorati and, 634
- Corrupted Blood epidemic, 331–332
- Costolo, Dick, 618, 620
- Cost-per-click (CPC), 380
- Cost-per-click advertising, 375–377
- Cost-per-click marketing plan, 374
- Cotsakos, Christos M., 464
- Courtin, Angela, 45, 54, 59–60, 778
- Cover Flow, 226
- Cox, Ana Marie, 169
- Cox Communication, 100
- Craig, Libby, 573
- Craigslist Foundation, 573
- Craigslist model, 91
- Crayon Marketing, 410, 775
- Creating Web Pages For Dummies* (Smith and Bebak), 131
- Creative Commons Act, 261
- Creative Commons License, 198
- Creative Commons (CC) project, 202, 213
- Creativity
 - in podcasting, 221
 - in SWOT analysis, 704
 - for vlogs, 238
- Credit cards, first commercial payment system for, 394
- Crowd Control (CC) character, 327
- Crowd Fire, 85
- Crowd sourcing, 730–731
- Crowne Pointe Historic Inn and Spa, Constant Contact and, 477
- Crystal, Darren, 497
- Cuban, Mark, 629
- Culver, Leah, 270, 690–693, 778
- Cunningham, Ward, 181–182
- Currency
 - Kaneva and, 554
 - Second Life and, 556
 - There and, 557
- Customer engagement, by H9
- Customer psychology, 107
- Customer relationships, ix
- Customers
 - as collaborators, xi, 677–678
 - communication with, 114
 - David Meerman Scott on, 714–715
 - David Nour on, 753
 - enticing, 103–104
 - evaluating and organizing resources and, 743–744
 - getting closer to, 761–762
 - influence on, 681–683
 - net promoter score and, 732–733
 - prospecting for, 140
 - in SWOT analysis, 705–706
 - two-way communication with, 202
 - understanding, 141
- Customer service, in Search Engine Marketing, 385–386
- Customizable Fonts and Colors, with Yahoo! Messenger, 428
- Custom Ringtones, with Yahoo! Messenger, 428
- Custom Status Messages, with Yahoo! Messenger, 428
- Cutler, Jessica, 169
- Cybertown, 320
- Czerniak, Arik, 527
- Daedalus Project, 330
- DailyCandy.com, 70
- Daily Kos, 169
- Damage per Second (DPS) character, 327
- Data services, for mobile telephone, 396–397
- Day parting, 106–108, 114
 - marketing effect of, 107
- Dear, Brian, 579
- Debuffer character, 327
- Dedman, Jay, 241
- de Gaulle, Charles, 777
- del.icio.us.com, 266
- Delivery Network Accelerator (DNA), BitTorrent and, 576, 577
- Dell Computer, 83–84, 272
- DeMarco, Donna, 529
- Demographic data
 - execution and, 730
 - in identifying audience, 721
- Demo Jam, 276
- Demonstrated behaviors, in identifying audience, 719–720
- Department of Defense, BlogTalkRadio and, 540, 541
- Desktop computers, John Pollard on, 434–435
- Desktop photo-management applications, 195
- Desktops, with iChat, 422
- Detractors, 764
 - sales viability and, 732–733
- Deutch, Roni, 475
- DeWolfe, Chris, 49, 50, 466
- Dhanjani, Nitesh, 270–271
- Dialogue, ongoing, 147
- Diaries
 - Jott and, 664
 - online, 163, 165
- Diarists, 163
- Diaryland, 165
- Dickson, Tom, 675
 - social media strategy of, 674
- Dictionary attacks, 101–102
- “Diff” feature, 184
- Digg, 176, 217, 265, 599, 600–602
- Digg Spy, 601
- Digital audio player, first, 208–209
- Digital cameras, 195–196
 - advent of, 194
 - providers of, 200
 - for publishing, 750
- Digital cellular technology early, 394
- Digital distribution, 86–87
- Digital electronics, 239
- Digital format, converting VHS videos to, 260
- Digital Marketplace Model and Forecast, 391–393
- Digital media, iTunes and, 510, 511
- Digital photos, 201
 - sharing of, 195

- Digital recorder, 216
 - connecting, 217
- Digital studio, 257
- Digital tools, 44
- Diplopedia, 190
- DipNote blog, 77–78
- Direct mail advertising, versus
 - web page design, 125
- Direct response, 385
- DirecTV, World of Warcraft and, 567–568
- Disney's Toontown, 320
- Distribution
 - Bill Julia on, 736–737
 - BitTorrent and, 576–577
 - with Fast Pitch!, 454
- DivorcingDaze.com, 70–71
- Documents
 - Google Docs and, 581–582
 - Go To Meeting and, 660
 - TiddlyWiki and, 590–591
- Dodgeball, 277
- Dodgeball.com, 407
- Doerr, John, 627
- Do-It-Yourself Radio, 294
- Domain names, 117
 - Kyle Ford on, 708
 - with SmugMug, 502
- Donations
 - to Joomla, 477
 - TiddlyWiki and, 590
 - Wikipedia and, 487
- Dooce.com, 70, 76–77
- Doodle, 429–430
 - Michael Naef on, 440–441
- Doodle.com, 782–783
- Doppler, 228
- Dorsey, Jack, 264, 537
- DOS-style browser, 121
- “DotComGuy”, 291
- Dotsam and netsam, 169
- Dots per inch (dpi), 132
- Double opt-in, 100
- Downloadable forms/templates,
 - xiv
- Downloads
 - BitTorrent and, 576
 - SMS.ac and, 652
 - from SmugMug, 503
 - Zoomerang and, 596
- Drake, Christopher, 588
- Dreamcast, 4×4 Evolution and, 562
- Dreaming World, The, 38
- Dreamscape, 310
- Dreamville, 320
- Drive time, 107
- Driving, Jott service and, 425
- DropShots, 200
- Drudge, Matt, 165
- Drudge Report, 165
- Drupal, 246
- Dube, Jonathan, 165
- Dubit, 320
- Dunbar's Number, 48–49
- Dungeons & Dragons, 309, 326, 338
- Dungeons & Dragons Online, 334
- DynaTAC mobile phone, 394
- EarthLink, 162, 163
- eBay, 8, 668
- eBay Design Labs, 579
- Ecliptic Enterprises, 646
- E-commerce, xii, 117
- Economy (economies)
 - Entropia Universe and, 565
 - Second Life and, 556–557
 - virtual, 333
- Ecosystem, 21–22. *See also*
 - Social Media Ecosystem
- Editing
 - with Picasa, 497–498, 598–499
 - of video, 245–246
 - of web pages, 439
 - of Wikipedia, 487–488
 - of wikis, 183
- Editing software, in publishing, 750
- Education
 - Acrobat Connect and, 657
 - Active Worlds and, 553
 - BlogTalkRadio and, 540
 - Brightcove and, 520
 - as an engagement strategy, 8, 731
 - Flickr and, 495
 - Justin.tv and, 545
 - Live365 and, 543
 - livecasting and, 539
 - in mastering social media strategy, 675, 679–680
 - in pinpointing social media starting point, 746
 - Plurk and, 534
 - PodBean and, 512–513
 - Podcast.com and, 514
 - Reddit and, 610
 - SlideShare and, 482
 - social media strategies in, 671
 - in SWOT analysis, 704, 706
- There and, 558
- TiddlyWiki and, 590–591
- Viddler and, 528–529
- Wikipedia and, 487–488
- 8zap.com, 275
- Eisenberg, Brian Daniel, 603
- Ektron CMS400.NET, 153–155
- Elders, 48
- eLearning, 657
- Electronic retailing, 383
- Eliason, Frank, 272
- Elisa Group, 394
 - early text messaging and, 396–397
- E-mail, 95–116, 156, 157, 758
 - with AOL, 574
 - AOL Mobile and, 642
 - CallWave and, 645
 - communication via, 676
 - Constant Contact and, 476
 - content of, 103–104
 - David Treadwell on, 771–772
 - earliest form of, 96
 - Flickr and, 494
 - fraudulent, 110
 - Google Alerts and, 580
 - Google Gmail and, 583–585
 - Google Reader and, 604
 - marketing effectiveness of, 96–97
 - mobile viral content in, 403
 - MSGTAG and, 585–586
 - photo sharing via, 194–195
 - Picasa and, 498
 - publishing and, 473
 - Radar.net and, 499
 - ReadNotify and, 586–588
 - Survey Monkey and, 588–589
 - terminology related to, 98–100
 - timing of, 107–108
 - tips, techniques, and tactics related to, 104–108
- E-mail addresses, Kevin Marks on, 767
- E-mail campaigns, management of, 109
- E-mail communications, one-to-one and one-to-many, 112
- E-mail content, valuable, 109–110
- E-mail conversion rates, 106
- E-mail list, segmenting, 105–106
- E-mail marketing, 111
 - challenges associated with, 112
 - commandments of, 113–114

Index

797

- day parting in, 106–108
- opening line of, 105
- outsourcing, 108–113
- primary goal of, 105
- social media and, 114–115
- value of, 111
- versus direct mail marketing, 97
- Email Marketing For Dummies* (Arnold), 111, 775
- E-mail marketing programs, primary goals for, 97
- E-mail service providers, 112
- Emergencies, Twitter use during, 273
- Emoticons, 153, 154
- Employees
 - damaging posts from, 11
 - engaging, 760–761
 - wisdom of, 744–745
- Empowerment, via social media, 83
- E-Myth* (Gerber), 779
- E-Myth* books, 41
- E-Myth Worldwide, 38
- Engagement, 7–12
- Engagement strategies, 7–8
 - backfiring of, 10–12
- England, early text messaging in, 396
- Enterprise customers, 322
- Enterprise Social Messaging
 - Experiment (ESME), 276
- Entertainment
 - AOL Mobile and, 641
 - BitTorrent and, 576–577
 - BlogTalkRadio and, 540–541
 - Chris Pirillo on, 739
 - as an engagement strategy, 8, 731
 - Entropia Universe and, 563
 - Eventful and, 578, 579
 - Friendster and, 455–457
 - Jumbuck and, 648–650
 - Justin.tv and, 545
 - Kaneva and, 554
 - livecasting and, 539
 - in mastering social media strategy, 675, 680–681
 - Metacafe and, 526–527
 - MOLI and, 464
 - in pinpointing social media starting point, 746
 - Slide and, 501
 - SMS.ac and, 651
 - social media strategies in, 671
 - in SWOT analysis, 704
 - Viddler and, 528–529
 - Wikia and, 486
 - Yahoo! and, 593
 - YouTube and, 529–530
- Entrepreneur Assist, Zoho and, 594
- Entrepreneurs
 - Active Worlds and, 552
 - Entropia Universe and, 564
- Entrepreneurs Club Network, 38
- Entrepreneurship, 63
 - creativity and, 41
 - importance of, 38
- Entropia, 320
- Entropia Universe, 333, 561, 563–565
- ePodcast Creator, 215–216
- Equinix, 602
- Etiquette, Bill Jula on, 736
- eUniverse, 49, 50, 466
- Europe, early wireless phones in, 393–394
- Evaluation, of social media strategies, 671
- Eventful, 571, 578–579
- Event planning. *See also* Event scheduling
 - Acteva and, 572–573
 - Eventful and, 578–579
- Events, with Microsoft Live Messenger, 429
- Event scheduling, with Doodle, 429–430
- EverQuest, 330, 333, 338, 561, 565–567
- Everyday Explorers, 79
- EveryZing, 623, 624–625
- Evoca, 215
- “Evolution of Dance, The,” 253, 254
- eWorld, 146
- Excel
 - Constant Contact and, 476
 - Zoho and, 595
 - Zoomerang and, 596
- Execution
 - in ACCESS model, 728–731
 - crowd sourcing and, 730–731
- Executive Conversations list, 56
- Executive Conversations
 - podcasts, 209
- Expedia.com, 73
- Expeditious-value-add, 752
- Expense organization, Jott service and, 425
- Expert insights, x
 - on ACCESS model, 733–741
 - on audio sharing, 232–233
 - on blogging, 170–172
 - on e-mail marketing, 109–113
 - on forums, 155–158
 - on microblogging, 277–283
 - on photo sharing, 200–203
 - on podcasting, 218–220
 - on publishing, 82–93
 - on Really Simple Syndication, 349–351
 - on Search Engine Marketing, 379–388
 - on Search Engine Optimization, 369–370
 - on social media, 14–20
 - on social media strategy, 690–693, 750–754, 766–773
 - on social media SWOT analysis, 707–715
 - on social networking, 59–65
 - on the social media ecosystem, 35–41
 - on videoblogging, 247–248
 - on video sharing, 257–260
 - on virtual gaming, 337–340
 - on virtual worlds, 321–322
 - on web pages, 137–140
 - on wikis, 188–190
- Expertise
 - business content and, 683
 - concepts and, 726
 - monetizing, 74–75
 - in SWOT analysis, 705, 706
- Experts
 - biographies of, 775–786
 - social media, x
- Explanatory page titles, 134
- Explicit permission, 100
- Exploration, of interpersonal applications, 442
- Exposure, high-quality and low-cost, 194
- Extensions, with Joomla!, 478
- External reputable links, 364–365, 371
- Eyetracking Study, 126, 127
- Ezarik, Justine, 292–293
- Facebook, 23, 24, 43, 45, 46, 156, 174, 266, 277, 449, 450, 452–453, 763
 - David Meerman Scott on, 713
 - hardware and software for, 749

- Facebook (*continued*)
 Kyle Ford on, 708, 710
 as metropolis community, 687, 688
 PodBean and, 512
 Yelp and, 612
 Zoho and, 595
 Zoomr and, 505
 Facebook Mobile, 398, 407
 Fadell, Tony, 209
 Failure rate, 41
 Fail Whale, 269–270
 Fajita Grill, Constant Contact and, 477
 Fake, Caterina, 495
 FakeMyText.com, 271
 Fanning, Shawn, 256
 Fast Company, 171–172
 FastPitch!, 46, 58, 453–455, 733, 734, 735, 736–737, 781
 Fates of Twinion, 328
 “Father of the Internet”, 34
 Fax2E-mail, CallWave and, 645
 FCC (Federal Communications Commission), 35–36, 102, 149, 233, 243
 Feedback
 Bill Julia on, 735
 collaboration and, 678
 communication and, 676
 successful movies and, 718
 in SWOT analysis, 706
 user-generated, xv
 FeedBurner, 615, 617–619
 PingShot and, 619, 620
 FeedBurner counts, low, 175
 Feed reader, signing up for, 352
 Feeds. *See also* Atom feeds;
 Mobile news feeds; News feeds; Online feeds; RSS feeds; Twitterfeed
 Google Reader and, 604, 605
 My Yahoo! and, 608
 “Feet and hats” typefaces, 131–132
 Fessenden, Reginald, 393
 50 Cent, 467, 710
 50 Rapid Fire Tips for Power Blogging, 169, 173–177
 File-distribution programs, peer-to-peer, 256
 File format/size, for podcasts, 221
 File Transfer option, with Yahoo! Messenger, 427
 File Transfer Protocol (FTP), 357
 Filo, David, 592, 593, 609, 636
 Final Cut Pro, 246
 Final Fantasy XI, 330
 Find Articles.com, 86
 Fine, Jon, 57
 Finley, Ryan, 589–590
 Firetrust, 586
 First Amendment, 36, 243
 First generation (1G) wireless phones, 393–394
 First mover advantage, 729
 First Person Shooter (FPS) games, 326
 Fisher Young Group, 585, 586
 Fitzpatrick, Brad, 165, 767
 5.0-Second Rule, 105, 113–114, 128
 Flagr.com, 407
 Flame war (flaming), 151
 Flash, 749
 using, 141
 Flash embedding, 134
 Flash Player
 Adobe Connect and, 433
 Redlasso and, 631
 Flash technology, Acrobat Connect and, 657
 FlatOut, 338
 FlatOut 2, 334
 Flickr, 176, 199, 200–203, 266, 491, 493, 494–495, 784
 Flickr Screen, 199
 Flute Bay Area, 573
 Focus groups, in tapping into employee wisdom, 744
 Followers, inviting, 284
 FON Labs, 505
 Fonts and Colors, with Yahoo! Messenger, 428
 Ford, Kyle, 45, 778
 on social media SWOT analysis, 707–711
 Forest Protection Blog, 164
 Forests.org, 164
 FORE Systems, 549
 Forms, downloadable, xiv
 Fortini, Raina, 396
 Forum Administrator, 148–149
 Forum communication, 152–153
 Forum guest, 152
 Forum members, 150
 Forum Moderator, 148
 Forum posts, 149–150
 Forum Registration, 149
 Forums, 145. *See also* Internet forum
 early, 146–147
 information concerning, 147–153
 rules and regulations related to, 148
 searching for and participating in, 158
 setting up, 159
 Forum site, 145
 Forum social networking, 153
 Forum software, creating, 153–155
 Forum spamming, 151–152
 Forum subscription, 151
 Forum troll, 151
 Forum user groups, 152
 Forum web sites, 150, 155
 Fotolog, 200
 4×4 Evolution, 561, 562–563
 Four Pillars. *See* Collaboration; Communication; Education; Entertainment; Social media strategy
 Fourth Screen, 397, 411
 Frame, Greg, 555
 Frames, 133–134, 368
 using, 141
 Framesets, 133
 Frames per second, 239
 Frankel, Justin, 547
 Fraud, Digg and, 601
 frazr.com, 275
 “Fred Frigglehorn” video, 259–260
 freeblog.org, 247
 Free-form podcasts, Kyle Ford on, 709
 Free long distance calling, with Skype, 418–419
 Freemium, 51, 78
 business model with, 231
 sales viability and, 732
 Free software, 382
 Free streaming videos, Hulu and, 524
 Free-to-play business revenue model, 330
 Frequency hopping, 400–401
 Frequently Asked Questions (FAQs), 148
 FriendFeed, 172, 277, 584, 599, 602–604
 Friendster, 49, 450, 455–457
 Friendstribes.com, 407
 Friis, Janus, 668
 From line, 98, 101
 “Frozen” companies, 39

Index

799

- Fuller, Robert, 591
 Functional groups, xii
 Functional relationship, David Nour on, 752
 Funkysexycool.com, 407
 Furness, Thomas, 306
 FUZE, CallWave and, 645
 F-Wan advergence, 403
- G1 phone, 410
 Gabcast, 216
 Gaia's Forest Conservation Archives, 164
 Game Master (GM), 327
 Gamers, 561
 Games, third-party market on, 339. *See also* Gaming
 GameSpy Arcade, 4×4 Evolution and, 562
 Gaming, 29–30, 561–569. *See also* Virtual gaming business and, 561
 Entropia Universe, 561, 563–565
 EverQuest, 561, 565–567
 4×4 Evolution, 561, 562–563
 location-based, 402–403
 online, 325, 778
 Tool Scocard for, 561, 569
 via mobile telephones, 402–403
 World of Warcraft, 561, 567–569
 Gantz, John, 392
 GarageBand, 212–213, 215
 iTunes and, 510, 511
 Garfield, Steve, 241
 Garriott, Richard, 308, 325, 338
 Gartner Research Group, 169
 Gather.com, 8, 450, 457–458
 Gaulin, Pam, 595
 Gedye, Lynsey, 591
 General Catalyst, 521–522
 General Motors (GM), 725–726
 General Public License (GPL), for Joomla!, 478
 Geocaching, 403
 GeoTagging, Zoomr and, 505, 506
 Gerace, Tom, 458
 Gerber, Michael, 38–41, 779
 Geschke, Chuck, 657
 Getty Images, 202
 Geuricke, Constantin, 462
 Ghahramani, Frederick, 640
 Gibson, Steve, 163
- Givers, David Nour on, 753
 Glassdoor.com, 6
 Glioblastoma Brain Tumor Research Fund, Constant Contact and, 477
 Global brands, 87
 Global community, 59
 Global computer communication, 118
 Global Positioning System (GPS)
 Brightkite and, 643
 location-based games and, 402–403
 for location-based services, 401
 mobile marketing and, 413
 in SWOT analysis, 705
 Global spending, for Internet advertising, 392
 Gmail, 269, 406. *See also* Google Gmail
 Google Talk and, 421
 Rishi Chandra on, 439
 Gnant, Jody, 243, 264, 297–298, 779
 on livecasting, 299–301
 Gnutella, SHOUTcast and, 547
 Goals
 for e-mail marketing programs, 97
 measurable, 141
 Goddard, Taegan, 165
 Goetz, Kevin, 718
 Gold farmers, 333
 Goldman, Jason, 167
 Gonzalez, Nick, 337
 Goodstein, Anastasia, Bebo and, 451
 Google, 23, 31, 361, 369, 375, 379, 523, 524, 750, 766
 Adscape and, 337
 Blogger and, 475
 blogs and, 168
 Doodle service and, 441
 FeedBurner and, 617, 618
 FriendFeed and, 603–604
 Ice Rocket and, 628
 Knol and, 480–481
 in mobile marketing, 411
 Orkut and, 468–470
 Picasa and, 499
 Rishi Chandra on, 438, 439
 Technorati and, 633
 YouTube and, 529, 530
 Google Ads, 674
 Kyle Ford on, 708–709
 Google AdWords, 780
 Google Alerts, 417, 571, 579–581, 684, 759
 on mobile marketing, 412–413
 Google Analytics, 129, 177, 382, 764
 in identifying audience, 719–720
 Google Android, 406, 410
 in mobile marketing, 411–412
 Google Apps, Rishi Chandra on, 437–439
 Googlebots, 626
 Google.com/Adword, 382
 Google Docs, 571, 581–583
 Google Earth, 197
 Google Enterprises, 777
 Google Gmail, 571, 583–585. *See also* Gmail
 Google Juice!, 178, 251
 Google Labs, 581
 Google Maps, 271, 275
 Google News, 581
 Google Reader, 172, 599, 604–605
 Google Search, 51, 623, 625–627
 Google Search Bar, 355
 Google search engine advertising, 374
 Google “Social Media” search, 358
 Google Spreadsheets, 582–583
 Google Talk (GTalk), 420–421
 Google Gmail and, 584
 Orkut and, 469
 Google Video, 519, 522–524
 Gore, Al, 360
 Gossip, 4
 Goto.com, 374, 386
 Go To Assist, 661
 Go To Meeting, 430–431, 655, 659–661, 763
 Go To My PC, 661
 GoToWebinarJ, GoToMeeting and, 431
 “Got-to-click” ads, 381
 Government
 Atom and, 616
 Brightcove and, 520
 Joomla! and, 478
 Justin.tv and, 545
 RSS 2.0 and, 621
 “Grandma’s Sewing Circle”, Kyle Ford on, 709
 Grants, Wikipedia and, 487

- Gravel, Mike, 296–297
 Gray, Elisha, 289
 Greene, Truman, 9
 Greenspan, Brad, 49, 50, 466
 Grid, the, 318
 Grid7, 217
 Grid View iTunes, 227
 Grinding, 327
 Groovr.com, 407
 Gross, Bill, 374
 Groups
 creating, 65
 creating and joining, 203–204
 microblogging, 284
 photo-sharing-web-site, 198
 Groves, Eric, 109–111, 779
 Groves, Steven, 316
 GSM network, text messaging
 on, 396
 GTalk, 406
 Guests, on BlogTalkRadio, 541–542
 Guha, Ramanathan V., 343
 Guideline infringement forum, 148
 Guilds, 339
 Gunzburger, Ron, 165
 Gupta, Pankaj, 573–574
 Guru Communications, 17
- Habbo Hotel, 320
 Hall, Justin, 163
 Halo 3, 309–310, 326, 335–336
 H&R Block, customer
 engagement by, 8–9
 Handsets, for mobile phones,
 394–395
 Hardaway, Francine, 265, 277,
 779–780
 Hard bounces, 99
 Hardware, 216, 217
 publishing, 749–750
 social media, 749
 Harris, Josh, 290–291
 Harvard Law School, RSS 2.0
 and, 620, 622
 Harvested e-mails, 102
 Hashtags, 275
 Hawk, Thomas, 506
 HD Audio Conferencing,
 CallWave and, 645. *See also*
 High-definition (HD) video
 Header information, false, 101
 Header tags, 174
 Heads Up Display (HUD), 317
 “Head-turns to our cart”, 388
- Healer, 327
 Hearn, Douglas, 768–769
 Heaslip, Stephen, 163
 Heinz Ketchup video contest, 10
 HereAndNow.net web site, 290
 Herrick, Jack, 188–190, 780
 Herzog, Eyal, 527
 Heuer, Chris, 17–20, 66, 780
 Heyman, Darian Rodriguez, 573
 High-definition (HD) video, 239.
 See also HD Audio
 Conferencing
 in publishing, 750
 “Highest Aspirations”, 139–140
 “High-level” platforms, 136
 High-speed cable Internet, 240
 Hijacking, 365–366
 Hipcast, 216
 Hobnobster.com, 407
 Hodson, Rynne, 246
 Hoffman, Paul, 345
 Hoffman, Reid, 54, 462
 Home Movie Depot, 254
 Home page, harmful aspects of,
 123–125, 128
 Homogenous random sampling,
 105
 Horizontal communities, 673,
 688
 Host services, TypePad and, 483
 Hotels.com, 73
 Hotmail, with Microsoft Live
 Messenger, 428
 Hourihan, Meg, 165, 475
 House of Blues, 400
 Howard, Gretchen, 379–382, 780
 How-to manual, 188–189
 HTML-based platforms, 135, 136
 HTML code. *See also* Hyper Text
 Markup Language (HTML)
 blogs and, 164
 with Constant Contact, 476
 with MySpace, 465
 Huffman, Steve, 611
 Hughes, Chris, 453
 Hulu, 23, 519, 524–525
 Hurley, Chad Meredith, 242, 530
 Hurricane Bonnie web log, 165
 Hussein, Saddam, 83
 HyperCard, 182
 “Hyper-speed” operating system,
 40
 Hypertext, 356, 357
 Hyper Text Markup Language
 (HTML), 357. *See also*
 HTML code
- Hyper Text Transfer Protocol
 (HTTP), 118, 119, 357
- IBM, 315
 Ice Rocket, 623, 627–629, 762
 Ice Spy, with Ice Rocket, 628
 iChat, 298, 421–423, 655, 661–662
 Ichinose, Stephanie, 89–93, 399,
 780–781
 IDC Digital Marketplace Model
 and Forecast, 391–393
 Idealab, 499
 Idea Storm web site, 84
 Identi.ca, 277
 IDidWork, 276
 id Software, 163
 iDVD, 228
 iGoogle, 599, 606–607
 iGoogle homepage, Google Talk
 and, 421
 iGoogle Reader (Aggregator),
 346, 347
 iJournal, 247
 iLife, 228
 iTunes and, 510
 Images, licensing, 202
 Imagination, entrepreneurial, 39
 “Imagineers”, 38
 Imity.com, 408
 i-Mode, invention of, 394
 iMovie, 228, 245, 246, 247, 750
 Incredimail Ltd., 527
 Incremental-value-add, 752
 Independent Music Event,
 Rhapsody and, 516
 Indexes, with Technorati, 633
 Individual updates, 280
 Infection, in mobile viral
 marketing, 403
 Influence
 seeking, 94
 in social media strategy, 681–683
 Influencers. *See also* Influential
 individuals
 in identifying audience, 721–722
 in mobile viral marketing, 403
 Influential individuals, David
 Nour on, 753–754
 Information
 access to, 19
 aggregators and, 599
 Blogger and, 474–475
 Chris Pirillo on, 740

Index

801

- concept statement and, 727
- David Meerman Scott on, 712, 714
- Digg and, 600, 601
- FriendFeed and, 602, 603
- Google Video and, 523
- Go To Meeting and, 660
- iGoogle and, 606, 607
- iTunes and, 510
- Kevin Marks on, 767, 768, 769
- Knol and, 481
- My Yahoo! and, 608–609
- publishing and, 473
- Radar.net and, 500
- ReadNotify and, 587–588
- Reddit and, 610
- Rich Site Summary and, 615
- RSS 2.0 and, 621
- sales viability of, 732
- search tools for, 623
- Technorati and, 633–634
- TypePad and, 484
- WebEx and, 669
- Wikia and, 486
- Wikipedia and, 488, 489
- Yahoo! and, 592–593
- Yahoo! Search and, 635–636
- Zoho and, 594, 595
- Information flow, David Nour on, 754
- Information network, 119
- Information overload, 278
- Information processing, Rishi Chandra on, 438–439
- Information sharing
 - passion for, 90
 - via podcasts, 224
- In-game advertising, 336
- understanding, 341
- In-game marketing, mobile, 403
- Ingersoll Rand lock recall, 10–11
- In-house web development, 136
- Insiders, 48
- Instant Message (IM) accounts, Meebo and, 665–666
- Instant messaging, 264
 - John Pollard on, 435, 436–437
 - via Plurk, 534
 - via Yahoo! Messenger, 426–428
- Instapundit, 165, 169
- Intelligence community, Atom and, 616
- Interact, 17
- Interaction
 - Active Worlds and, 552, 553
 - EverQuest and, 566
 - means of, 18–19
 - via BlogTalkRadio, 540–541
 - virtual worlds and, 551
 - World of Warcraft and, 567–568
- Interactive Advertising Bureau (ISB), 399–400
- Intermix Media, Inc., 50, 466
- International Space Station (ISS), Twitter and, 536
- International Symposium on Wikis (WikiSym), 184–185
- Internet, 45. *See also* 'Net entries
 - acceptable behavior on, 36
 - Acrobat Connect and, 656–657
 - Active Worlds and, 553
 - Adobe Connect and, 433
 - America Online and, 574, 575
 - AOL Instant Messenger and, 658–659
 - AOL Mobile and, 641–642
 - Brightcove and, 520
 - Brightkite and, 643–644
 - CallWave and, 644–646
 - cellular technology and, 391
 - Chris Pirillo on, 738
 - Digg and, 600, 601
 - EveryZing and, 625
 - FriendFeed and, 602
 - Gather.com and, 458
 - as a general-purpose transport mechanism, 37
 - global spending to advertise on, 392
 - Google Alerts and, 580
 - Google Reader and, 604, 605
 - Google Search and, 625–627
 - Google Video and, 522, 523
 - Go To Meeting and, 659–661
 - Ice Rocket and, 627–628, 628–629
 - iGoogle and, 606, 607
 - John Pollard on, 434–435, 436–437
 - Jott and, 646–648, 663–664
 - Jumbuck and, 648–650
 - Live365 and, 542
 - Meebo and, 665–666
 - MetaTube and, 629–630
 - mobile access to, 392, 394
 - My Yahoo! and, 608–609
 - online purchases via, 392
 - PingShot and, 619–620
 - PodBean and, 512–513
 - Podcast.com and, 514
 - Pownce and, 690–693
 - Reddit and, 609–610
 - Redlasso and, 631–632
 - Rich Site Summary and, 615
 - search tools for, 623–637
 - Skype and, 667–668
 - SMS.ac and, 650–652
 - social media and, 685, 686
 - Survey Monkey and, 589
 - Technorati and, 633–634
 - TiddlyWiki and, 590
 - value of, 95–96
 - Wikipedia and, 488
 - world usage of, 391–393
 - Yahoo! and, 592, 593
 - Yahoo! Search and, 635–636
 - YouTube and, 529, 530
 - Zoomerang and, 596
- Internet enabled devices, 37
- Internet Engineering Task Force (IETF), 345
- Internet forum, 145–160
- Internet marketing
 - photo sharing as, 194
 - Search Engine Optimization and, 370
- Internet-only radio stations, 288–290
- Internet Protocol (IP). *See* IP addresses
- Internet radio, 288
- Internet radio service access, 228
- Internet resolution, 132–133
- Internet searches, components of, 357–360
- Internet Service Providers (ISPs), 102, 163
- Internet users, worldwide, 117
- Internet World Stats Miniwatts Marketing Group, 117
- Interoperability, 37
- Interpersonal applications, 417–443
 - changing nature of, 417–418
 - exploring, 442
 - information related to, 418–434
 - knowledge of, 442
- Interpersonal tools, 32, 655–670
 - Acrobat Connect, 655, 656–657
 - AOL Instant Messenger, 655, 657–659
 - Apple iChat, 655, 661–662
 - Go To Meeting, 655, 659–661
 - Jott, 655, 662–664

- Interpersonal tools (*continued*)
 Meebo, 655, 664–666
 Skype, 655, 666–668
 Tool Scorecard for, 655, 670
 uses of, 655
 WebEx, 655, 668–669
 Interviews, posting, xiii
 Intracompany communities,
 673, 688
 Intranets, SlideShare and, 482
 Invention, logic of, 289
 Investors, David Nour on, 753
 In-video advertising, 258
 IP addresses, 377–378
 iPhone, 23, 225–226, 405, 749
 Radar.net and, 499
 Twitxr and, 504
 iPhone video, 259
 iPhoto plugin, 195
 Picasa and, 498
 iPod, 27, 207, 208–209. *See also*
 Podcasting
 birth of, 209–210
 iPod photo, 209
 iPod video, 209
 iRadioMast, 228
 Islands of Kesmai, 328
 IT-Exchange, 188
 Ito, Joi, 482
 iTunes, 8, 209, 215, 217, 223,
 224–228, 509, 510–511
 Bebo and, 451
 downloads and product
 statistics for, 225–226
 PodBean and, 512, 513
 trying, 233–234
 uploading podcasts to, 220
 uses for, 225
 Viddler and, 528
 iTunes Digital Copy, 227
 iTunes Music Store, 227
 iTunes podcasting support, 227–
 228
 iTunes Store, 226
 iTunes University, 217
 iTunes video application, 227
 iTunes virtual libraries, 226
 iUniversity, 220
 Iverson, Allen, 456
 iWork, 228
 iTunes and, 510
 Jaiku, 265, 269, 275, 277, 279
 Jaiku.com, 408
 Japan, early wireless phones in,
 393
 Jardin, Xeni, 167
 Jarvis, Richard, 396
 Java, 136
 JavaScript, TiddlyWiki and, 590
 JavaScript widgets, 176
 J-blog list, 169
 JenniCam, 290
 Jen, Sandy, 666
 Jericho, Chris, 456
 Jobs
 David Nour on, 753
 LinkedIn, 56
 Jobs, Steve, 39, 119, 120, 225,
 405, 662
 JobSchmob.com, 6
 Job searches, via text messaging,
 397
 Jobs posting, on Mashable, 351
 Johnson, Charles, 165
 John Wiley & Sons, Inc.,
 Publishing, 14–16, 786
 Joint Contact, 277
 Joomla, 135, 136, 246, 473, 477–
 479
 Jott, 7, 404, 417, 423–425, 639,
 646–648, 655, 662–664, 783
 John Pollard on, 434–437
 mobile marketing and, 413
 Jott Links, 424
 Jott Networks Inc., 648, 163
 Journalists, 163
 coercive custody for, 244
 Journals, online, 163–164
 Juice, 228
 JuiceCaster.com, 408
 Jula, Bill, 45, 455, 781
 on ACCESS model, 733–737
 Jumbuck, 639, 648–650
 Jumbuck Blogs, with Jumbuck,
 649
 Jumbuck Entertainment Ltd.,
 648, 649
 Jumbuck Island, with Jumbuck,
 649
 Junk e-mail, 100
 Junk mail, 95
 Justin.tv, 291–293, 539, 544–545
 “Just Try Something” approach,
 138
 Kahn, Bob, 34
 Kaltix, 607
 Kamvar, Sep, 607
 Kaneva, 551, 553–555
 Kan, Justin, 291–293, 545
 Kaplan, “Pud”, 291
 Kaplan, Jeff, 334
 Karim, Jawed, 242, 530
 Karma applications, Plurk and,
 534
 Karma points, Reddit and, 610
 KaZaA, 668
 Keane, Andrew, 17
 Kelly, Gary, 271
 Kennedy, Ian, 18
 Kennedy, John F., 625
 Kevin Bacon effect, 55–56
 Keynote, 228
 Keynote presentations, 244–245
 for iChat video chats, 422
 via SlideShare, 482
 Keyword campaigns, 381
 Keyword density, 365–366
 Keyword finder, 378
 Keyword list, 363
 Keyword marketplace, 386
 Keyword phrases, 375–376
 Keyword placement, 133
 Keywords
 choosing, 387, 388
 Keywords, 197, 362
 relevant, 175
 understanding, 370, 389
 Kiboze.com, 408
 KickApps, 459–460
 KickApps Platform, 155
 Kilar, Jason, 525
 Killer posts, 176
 Kim, Arnold, 69–70, 73, 79
 collaboration and, 677–678
 Kincaid, Bill, 226, 511
 Kingdon, Mark, 56, 305, 312,
 315, 781
 on virtual worlds, 321–322
 Klaus, Christopher W., 555
 Kling, William H., 458
 Knight-Ridder, David Meerman
 Scott on, 712
 Knol, 473, 480–481
 Knowing, understanding versus,
 728
 Knowledge
 evaluating and organizing, 743
 of interpersonal applications,
 442
 Kevin Marks on, 769
 Knol and, 480
 Knowledge management
 systems, 181
 Koblo.com, 214
 KodakGallery, 199
 KodakGallery.com, 195

Index

803

- Koerber-Walker, Joan, xvii
 Konami code, Google Reader and, 605
 Kroc, Ray, 40
 Krums, Janis, 274
 Kryptonite U-Lock recall, 10–11
 Kurtz, Howard, 294
- Labatt Brewing Company, SMS advertising campaign by, 400
 Laconica, 276
 Laipply, Judson, 253
 Lampton, Dave, 517
 Lander, Christian, 680
 social media strategy of, 673–674
 Landing Page Eyetracking Study, 126, 127
 Landing web pages, 126
 localizing, 135
 testing, 130–131
 Landline infrastructure, 434
 Landline telephones, calling with Skype, 419
 Landry, Louis, 479
 Land Use Fee, 319
 Languages
 with Google Search, 626
 with Meebo, 666
 Lantz, Edward, 396
 Laptop computers, David Treadwell on, 773
 Largo, Michael, Bebo and, 451
Launching Your Yahoo! Business (Tang), 785
 Lavigne, April, 456
 Leaders, 48
 Leebow, Ken, 582
 Legislation, mobile telephone advertising and, 400
 Leon, Marianne, 573
 Leopard operating system, Apple iChat and, 661
 Lester, J. P., 517
 Leuf, Bo, 182
 Levchin, Max, 486, 502, 613
 Levelator, 215, 216, 217, 219
 Level treadmill, 327
 Levy, Alan, 232–233, 294, 781
 LexCycle, 76
 Libby, Dan, 343–344
 Liberated Syndication, 215
 Liberty Telecomm, 644
 Libraries
 with iTunes, 510–511
 with Rhapsody, 515
- Licenses, Creative Commons, 213
 Licensing
 of images, 202
 Skype and, 666
Life and Times of an Independent Singer/Songwriter, The, 300
 Lifecasters, 539
 Livecasting, 243, 291, 297–298
 as a promotional tool, 300
 LightBox, Zoomr and, 505
 Limelight Networks, Brightcove and, 521
 Lim, Jeong-Hyun, 253
 Linden Dollar, 313, 314
 Linden Labs, 316–317, 321, 334, 781
 Second Life and, 555, 557
 Linden Scripting Language (LSL), 318
 Linden World, 312, 557
 Line Tracker, with Ice Rocket, 628
 Linier, Jaron, 306
 Linked Answers, LinkedIn and, 461
 LinkedIn, 45, 46, 54–57, 61–62, 277, 450, 460–462, 776
 features of, 54–57
 LinkedIn Answers feature, 57
 LinkedIn Groups, 57
 LinkedIn polls, 57
 LinkedIn premium accounts, 62
 LinkedIn six-degrees approach, 55–56
 LinkedIn value proposition, 55–56
 Link farms, 364
 Linklogs, 168
 LinkLove, 168, 178
 Links
 external reputable, 364–365
 Google Search and, 626
 Reddit and, 609–610
 on the social media web site, xiii
 Listserv, 8
 Little Green Footballs, 165
 Live365, 539, 542–544
 Liveblogging, 166
 Livecasting, 29, 163, 287–304, 539
 beginning of, 287–293
 evolution of, 290–293
 exploring, 302
 information related to, 294–298
 providers of, 298
 Livecasting tools, 539–549
 BlogTalkRadio, 539, 540–542
 Justin.tv, 539, 544–545
 Live365, 539, 542–544
 SHOUTcast, 539, 545–547
 TalkShoe, 539, 547–549
 Tool Scorecard for, 539, 549
 LiveJournal, 165
 PodBean and, 512
 Kevin Marks on, 767
 Lively, 318
 Live Mash, David Treadwell on, 770–773
 Live Messenger Share, with Microsoft Live Messenger, 429
 Live Platform, 770, 785
 Live Writer, 177
 Local campaigns, 134–135
 Location-based games, 402–403
 Location-based services (LBS), 401
 LockerGnome.com, Chris Pirillo on, 740–741
 Long distance calling, with Skype, 418–419
 Loopnote.com, 408
 Los Angeles Fire Department, 272
 Lott, Trent, 166
 Lucas, Brandon, 398
 Lucas, Chris, 521
 Lukin, Jared, 78
 Lulu Blooker Prize, 169
 Lunt, Eric, 618, 620
 Lunt, Scott, 781
 Lurkers, 47
 Lurking, 152
 Lusch, Robert, xi
 Lyons, Dan, 490
- MacAskill, Chris, 503
 MacAskill, Don, 503
 Mac-compatible iPod, 209
 Macintosh (Mac) computers
 Apple iChat and, 661–662
 Doodle service and, 441
 4×4 Evolution and, 562
 Go To Meeting and, 659, 661
 iChat and, 421–422
 Live365 and, 543
 Picasa and, 498
 MacDonald, Kyle, 298
 Macromedia, 657, 776
 Macromedia MX, 521

- MacRumors.com, 69–70, 71, 79
 collaboration and, 677–678
- Maddox, Mitch, 291
- Madhavapeddi, Shreedhar, 648, 664
- Madison Avenue, social media and, 9–10
- Mad Men*, ratings increase for, 9–10
- Magazine publishing industry, 87
- Magazines
 Brightcove and, 520, 521
 interactive, 86–89
- Magliozzi, Tom, 75
- Mail Chimp, Survey Monkey and, 588–589, 590
- Mail Goggles, Google Gmail and, 584
- Mailing list, researching and choosing, 174
- MailWasherPro, 586
- Mainstream Holdings, 464
- Makena Technologies, 557, 558–559
- Malamud, Carl, 288
- Mambo, Joomla and, 479
- Mambo 4.5 code, for Joomla, 478, 479
- Mamone, Tony, 85–89, 782
- Management
 collaboration in, 676–678
 Go To Meeting and, 660
 of online communities, 673, 689–690
- Manber, Udi, 481
- Mann, Steve, 290
- Many-to-many instant messaging, 264
- Many-to-many social tools, 430–434
- Many-to-one social tools, 417
- MapleStory, 330
- Marconi, Guglielmo, 509
- Market, information efficiency in, 19–20
- Marketers, objectives of, 385
- Marketing, xi
 Active Worlds and, 553
 affiliate, 135
 aggregators and, 599
 audience and, 718–719
 Bill Jula on, 734, 736–737
 Brightcove and, 520
 communication in, 675–676
 control and influence in, 681–683
 conversation and, 675
 David Meerman Scott on, 714–715
 Entropia Universe and, 564
 Eventful and, 579
 EveryZing and, 624
 gaming and, 561
 Google Search and, 626
 Hulu and, 525
 iTunes and, 510
 Kaneva and, 555
 mobile in-game, 403
 My Yahoo! and, 608
 permission-based, 266
 psychological, 126
 Radar.net and, 500
 Reddit and, 610
 Slide and, 501
 in social media strategy, 674, 757–758
 strong communities and, 685
 Survey Monkey and, 589
 There and, 558
 Twitter and, 536
 Twitxr and, 504
 via mobile telephones, 399–400, 403–404, 405
 via virtual worlds, 551
 viral, 403–404
 WebEx and, 668–669
 Yahoo! and, 592–593
 Yelp and, 611, 612–613
 Zoomerang and, 597
- Marketing budget, 387
- Marketing concepts, 121–131
- Marketing strategy, off-line, 135
- Market niche, 718
- Marketplace, creating value in, 84–85
- Market segment, 718
- Market space, 718
- MarketTools, 597
- Marks, Kevin, 66, 782
 on social media strategy, 766–769
- Marshall, Josh, 166
- Mash. *See* Live Mash
- Mashable, 349–351, 777
 demographics of, 350–351
- Mashups, 275
- Masonis, Todd, 471
- Massively multiplayer online game (MMOG), 308, 309
- Massively multiplayer online role playing games (MMORPGs), 308, 325–341.
 See also MMORPG entries
 console-based, 334
 features common to, 326
 via mobile telephones, 402
- Mass media devices, mobile telephones as, 397
- Matrix Systems & Technologies, Inc., 605
- Mavens, in mobile viral marketing, 403
- Max, Tucker, 169–170
- Mayer, Marissa, 581, 607
- May, Martin, 644
- Maze Game, 308–309
- Maze-War, 327–328
- McCain, John, 465
- McConnell, Brandon, 527
- McCormick, J. P., 553
- McCusker, Jim, 632
- McGowan, Al, 632
- MCI, 36–37
- McQuaid, Brad, 330, 567
- Medecins Sans Frontieres, blogging by, 166–167
- Media, 3. *See also* Social media
 Bebo and, 451
 history of, 88
 Redlasso and, 631
- Media aggregators, 349
- Media-business relationship, 3
- Media downloads, BitTorrent and, 576
- Media files, iTunes and, 510
- MediaMonkey, 228
- Media Player, 241
 software for, 226
- MediaSauce, 43, 360, 361, 365, 776, 777
- Meebo, 655, 664–666
- Meetings
 with Adobe Connect, 432–434
 Doodle service and, 441
 exploring, 323
 with GoToMeeting, 430–431, 659–661
 Jott service and, 425
 with WebEx, 431–432, 669
- MeetMoi.com, 408
- Megapixels, 195–196
- Mehta, Dharmesh, 281–283, 782
- Memberships, with SmugMug, 502
- Memory Alpha, 184

Index

805

- Memory cards, for gaming, 402
- Memory Tree, 316
- Menchaca, Lionel, 272
- Merchandise, iTunes and, 510
- Merholz, Peter, 162
- Meridian 59, 329
- Message Archiving, with Yahoo!
 - Messenger, 427
- Message boards, 146
- Messages, authenticity of, 64
- Messaging, 43–44
 - AOL Instant Messenger and, 658–659
 - Jumbuck and, 649
 - SMS.ac and, 650–652
 - voice versus text, 404–405
- Metacafe, 519, 525–527
- Meta Content Framework (MCF), 343
- Metadata Working Group, Atom and, 616
- Meta-Descriptions, 363
- Meta keywords, 363
 - checking, 371, 389
- Meta search features, Ice Rocket and, 627
- Meta tags, 197, 198, 203, 362
- MetaTube, 623, 629–630
- Metaverse environment, 313, 315
- “Me-too” blogger, 174
- Metrics
 - conversion, 129
 - implementing, 141
- Metropolis communities, 673, 687
- Meucci, Antonio, 289
- Micro-advertising, 269
- Microblogging, 28, 263–286, 398, 399
 - beginnings of, 264–265
 - benefits of, 284–285
 - criticism of, 267
 - global appeal of, 273
 - information related to, 265–267
 - light side of, 271–273
 - popularity of, 266
 - beyond Twitter, 275–277
 - Twitxr, 533, 537
 - via Twitter, 425–426, 535–537
 - worldwide, 267
- Microblogging communities, 263–264
- Microblogging tools, 533–538.
 - See also* Blogging
- blogging and, 533
 - Plurk, 534–535
 - text messaging and, 533
 - Tool Scorecard for, 533, 537–536
- Micro-commerce
 - Entropia Universe and, 563
 - EverQuest and, 565
 - Kaneva and, 553
 - Second Life and, 555
- Micro-communities, 278
- Micro sites, 139
- Microsoft, 770, 771, 773
- Microsoft Excel, Constant
 - Contact and, 476. *See also* Excel
- Microsoft Flight Simulator, 4×4
 - Evolution and, 563
- Microsoft Live Messenger, 428–429. *See also* Windows Live™ Messenger
- Microsoft Live Platform, 770
- Microsoft Messenger, 153
- Microsoft Office, Go To Meeting and, 661
- Microsoft Word
 - Google Docs and, 583
 - Zoho and, 594
- Micro-spam, 268
- Micro-Sphere, 267–271
- Micro strategies
 - personal, 758–759
 - social media, 699
- Mig33.com, 408
- Miller, Andy, 479
- Mimick Banks, 394
- MindArk, 563, 565
- Mingus, Charles, 491
- Mini Cooper, 516
- MisTweet, 271
- Mixin, 277
- mmorg.chart.com, 340
- MMORPG articles, reading, 340–341. *See also* Massively multiplayer online role playing games (MMORPGs)
- MMORPG business revenue models, 330
- MMORPG sites, visiting, 340
- Mobile data services, earliest, 394
- Mobile gambling, 402
- Mobile gaming, 402
 - location-based, 402–403
- Mobile in-game marketing, 403
- Mobile Internet access, worldwide, 392, 394
- Mobile marketing, 399–400, 412
 - Adam Broitman on, 410–412
 - barcodes in, 410–411
 - future of, 404
- Mobile Marketing Association (MMA), 399–400, 405
- Mobile news feeds, mobisodes and, 397
- MobileOne, LBS advertising campaign by, 401
- Mobile telephones, 32, 34–35, 37, 60, 76, 391–416
 - advances in, 413–414
 - advertising via, 399–400
 - airG for, 639, 640
 - AOL Mobile for, 639, 641–642
 - applications using, 396–397
 - beginnings of, 393–398
 - blogging via, 398
 - Bluetooth connection for, 400–401
 - Brightkite for, 639, 642–644
 - calling with Skype, 419
 - CallWave for, 639, 644–646
 - cellular technology for, 391
 - data services for, 396–397
 - with digital video cameras, 246
 - features available with, 395–396
 - gaming via, 402
 - Google Alerts concerning, 412–413
 - Google Docs and, 582
 - handsets for, 394–395
 - information related to, 398–406
 - John Pollard on, 434–435, 436–437
 - Jott service and, 413, 424, 639, 646–648, 662–664
 - Jumbuck for, 639, 648–650
 - for location-based services, 401
 - manufacturers of, 394–395
 - marketing of, 412
 - marketing via, 399–400, 403–404, 405
 - Meebo and, 665–666
 - mobisodes and, 397
 - movie distribution via, 397
 - online gambling via, 402
 - portability of, 398–399
 - Radar.net and, 499

- Mobile telephones (*continued*)
 reviews via, 399
 rich media and, 397
 service providers for, 406–412
 Skype and, 667–668
 SMS.ac for, 639, 650–652
 social media tools for, 639–653
 stolen, 399
 technology of, 405–406, 412, 413–414
 Tool Scorecard for, 639, 652–653
 for trusted networks, 399
 Twitter and, 537
 Twitxr and, 504
 uses of, 391–393
 voice messaging via, 404–405
 Web and, 413
 Windows Live Messages and, 282
 world usage of, 394
 Yahoo! Messenger and, 426–428
- Mobile telephone technology, 395
- Mobile text messaging, 152–153
- Mobile viral content, 403
- Mobile viral marketing, 403–404
- Mobile Web marketing, 400
- Mobiluck.com, 408
- Mobisodes, 397
- Moblabber.com, 408
- Mockingbird, 607
- Mospace, 398
- Mospace.com, 408
- mod.ber, 163
- Moderators (mods), 148
- MOLI, 450, 462–464
- MOLI Video, 463
- MOLI View, 463
- Mommy blog, 70
- Money, saving, xiBxii
- Monitor resolution, 132–133
- Monster.com, 397
- Monthly day parting, 107
- Moran, Ed, 81
- Morhaime, Michael, 568–569
- Moritz, Mike, 627
- Morph, The, 395–396
- Mosaic, 121
- Moskovitz, Dustin, 453
- Motorola
 early wireless phones from, 393, 394
 first text message sent via, 396
- Motorola House of Blues, 400
- Movable Type, 485
- Movie distribution, via mobile phones, 397
- Movies
 audiences for, 722–725
 successful, 718
 top-grossing, 717–718
- Mozilla Firefox, 344
- MP3 format, 208–209
- Mpeg3 (MP3), 208
- MSGTAG, 571, 585–586
- MSNBC, 217
- MTV, first music video on, 519
- Mullenweg, Matt, 165, 170–171, 183, 198, 491, 782
- Multifunctional services, 404
- Multimedia capabilities, of mobile telephones, 395
- Multimedia messaging, SMS.ac and, 650–652
- Multiple users, AOL Instant Messenger and, 658
- Multiply, 200
- Multitasking, Jott and, 647, 663
- MultiVent option, Acteva and, 572
- Music
 audio technology for, 509
 Bebo and, 450–451
 copying, 227
 copyrighted, 213
 Eventful and, 578, 579
 iTunes and, 510–511
 Rhapsody and, 515–517
 Yahoo! and, 593
- Musicblog, 167
- Music file-sharing service, 256
- Music libraries, viewing, 226–227
- Musicphones, 395
- Music videos, first MTV, 519
- Musings of Dawn, 591
- myAOL, 574, 575
- MyBlogLog, 168
- MyDD, 165
- MyGads, 186–187
- myGamma.com, 408
- My Growth Resources, 38
- MyPhotoAlbum, 200
- MySpace, 45, 46, 49–54, 59–60, 156, 177, 186, 277, 450, 464–466, 778
 advertising revenue from, 57
 child safety and, 54
 demographics on, 60
 features of, 51–54
 hardware and software for, 749
 Kyle Ford on, 708, 710, 711
 as metropolis community, 687, 688
 PodBean and, 512
 Slide and, 502
 Zoomr and, 505
- MySpace Bulletins, 52
- MySpace Classifieds, 53
- MySpace comments section, 51
- MySpace Developer Platform, 465, 466
- MySpace Forum, 53
- MySpace Groups, 52
- MySpaceIM, 52
- MySpace Karaoke, 53
- MySpace Mobile, 52–53, 398, 408
- MySpace music profiles, 52
- MySpace MyAds, 465
- MySpace News, 53
- MySpace pages, personalizing, 60
- MySpace Political Profiles, 53–54
- MySpace Polls, 53
- MySpace profile page, customizing, 51
- MySpace profiles, 51
- MySpace Records, 52
- MySpace-style blog designs, 174
- MySpaceTV, 52
- “My view” forums, 84
- My Yahoo!, 599, 607–609. *See also* Yahoo!
- MyYearbook.com, 45
- Nader, Ralph, 537
- Naef, Michael, 782–783
 on Doodle, 440–441
- Naked Conversations* (Scoble), 783–784
- Nanocosm Inc., 543–544
- Nanohome, Live365 and, 543
- Napster, 256
- Nareos, Metacafe and, 526
- NASA, 217, 272
- National Center for Supercomputing Applications (NCSA), 121
- National Geographic User-Generated Content site, 79
- National Public Radio (NPR), 217, 686
 as affinity community, 687–688

Index

807

- National Science Foundation
 - Network (NSFNET), 329
- Navigation, via Brightkite, 643
- Navin, Ashwin, 577
- NBC Universal, 525
- Needs
 - filling, 76–77
 - in identifying audience, 720–721
- Negative online interactions, 35
- Nekomimi Lisa, 290
- Nelsen, Dave, 549
- Nelson, Ted, 357
- Net Bites, Doodle service and, 441
- Netbooks, David Treadwell on, 772
- Netcom, 602
- Netcraft, 117
- Netiquette, 151
- Net promoter score, sales
 - viability and, 732–733
- NetRadio Company, 288–290
- Netscape, RSS 2.0 and, 622
- Network information, producers
 - of, 34
- Networking. *See also* Social networking
 - with Active Worlds, 553
 - airG and, 640
 - Bill Jula on, 734, 735, 736, 737
 - Chris Pirillo on, 740–741
 - Kaneva and, 554
 - Kevin Marks on, 766
 - key to, 65–66
- Networks
 - Brightcove and, 520
 - building, 65
 - developing and cultivating, 43
 - trusted, 147, 335, 399
- Neverwinter Nights, 328
- New business startups, 41
- New product tryouts, 301
- New Rules of Marketing & PR, The (Scott), 784
- News
 - Digg and, 600–601
 - FriendFeed and, 602–603
 - Google Reader and, 604
 - iGoogle and, 606, 607
 - Reddit and, 609–610
 - Twitter and, 536, 537
- News-based blogs, 165–167
- News Corporation, 525
- News feeds, mobisodes and, 397
- Newsgroups, 163
- Newsletters, 758
 - creating, 676
 - Survey Monkey and, 589
- News outlets, Twitter use by, 273
- Newspaper ad revenue, 96
- Newspaper ads, 104–105
- Newspapers, Brightcove and, 520, 521
 - New York Times*, 217
- NeXT personal computers, 119, 120
- Nexux: The Kingdom of the Winds, 330
- Nguyen, Mingh, 471
- Nguyen, Toan, 49
- Niche, finding and exploiting, 12
- Nielsen/Net Ratings, YouTube
 - and, 530
- 989 Studios, 567
- Ning, 135, 450, 466–468, 778
 - Kyle Ford and, 707–708, 710, 711
- Nintendo, 403
- NJ Green Building Council, 573
- Nokia
 - CallWave and, 645
 - early text messaging and, 396
 - handsets from, 394–395
 - mobile telephone features
 - from, 395–396
 - Nokia Communicator, invention
 - of, 394
- Noll, Richard, 553
- Non-English speakers, Zoomr
 - and, 506
- Non-Player Character (NPC), 327
- Nordic Mobile Telephone (NMT), early wireless
 - phones from, 393–394
- Norris, Jim, 603–604
- No Sleep Media, LLC, 642
- Notebooks, TiddlyWiki and, 590–591
- Notes, Zoomr and, 506
- Nottingham, Mark, 345
- Nour, David, 49, 783
 - on social media strategy, 750–754
- Novices, 47
- NowThen.com, 408
- NTT DoCoMo
 - early wireless phones from, 393
 - i-Mode from, 394
- Nullsoft, 545, 547
- Nupedia
 - Wikia and, 487
 - Wikipedia and, 489
- Nye, Dan, 54, 462
- Obama, Barack, 24, 54, 80, 266, 273, 465, 537
- Object-oriented programming, 182
- Obvious, LLC, Twitter and, 536, 537
- Odeo, PingShot and, 619
- Odeo project, 279–280
- Odeo Studio, 216
- Offerings, customers as “co-producers” of, xi
- Office suite programs, Google
 - Docs and, 582
- Official Profiles, Friendster and, 456, 457
- Off-line marketing strategy, 135
- Ohanian, Alexis, 611
- O’Kane, Kevin, 632
- Olechowski, Steve, 618, 620
- On-demand web conferencing,
 - with WebEx, 431–432
- One-click editing, blogs and, 164
- 1.54-Second Rule, 104–105, 113–114, 128
- “One Red Paper Clip” story, 298, 779
- One-to-many broadcast
 - message, 137
- One-to-many e-mail
 - communications, 112
- One-to-many social tools, 417, 425–430
- One-to-one e-mail
 - communications, 112
- One-to-one social tools, 417, 418–425
- Online abuses, 35
- Online advertising, 379
 - benefits of, 381
- Online audio streaming,
 - SHOUTcast and, 546
- Online chatting, with Google
 - Talk, 420–421
- Online classrooms
 - Adobe Connect and, 434
 - with WebEx, 432
- Online clutter, 101

- Online communities, 163
 - concepts and, 725–727
 - content and, 684–688
 - creating, 78
 - establishing and managing, 689–690
 - making or breaking, 686–687
 - with Pownce, 690–693
 - social media strategy and, 673–674, 684–688, 689–690
 - strong, 685–686
 - types of, 673
- Online distribution, BitTorrent and, 576–577
- Online feeds
 - Google Reader and, 604, 605
 - My Yahoo! and, 608
- Online following, building, 343
- Online gaming, 325
- Online information, David Meerman Scott on, 712, 714
- Online meetings
 - with Adobe Connect, 432–434
 - with GoToMeeting, 430–431
 - with Jott service, 425
 - with WebEx, 431–432
- Online purchasing, via Internet, 392
- Online radio shows
 - BlogTalkRadio and, 540
 - Live365 and, 542, 543–544
- Online role-playing, 338
- Online surveys, Survey Monkey and, 588–589
- Online voice service, via TalkShoe, 547–548
- Open Diary, 165
- Open-ended questions, 173
- Open Handset Alliance (OHA), 406
 - in mobile marketing, 411–412
- OpenID, Kevin Marks on, 767–768
- OpenID multilogging, Zoomr and, 505
- Opening sentences, testing, 106
- Open Microblogging Tool, 276
- OpenOffice, Google Docs and, 583
- Open platforms, 406
 - in mobile marketing, 411
- Open rate, 98–99
- OpenSocial, 37, 65
 - Kevin Marks on, 766–769
- OpenSocial applications, Kyle Ford on, 709–710
- OpenSocial project, 782
- Open source, with Joomla, 477–478
- Open-source content
 - management systems, 246
- Open Source Innovation, 592
- Open-source process, 171
- Open wikis, 184
- Oppenheimer, Peter, 209
- Opportunities
 - Bill Julia on, 736–737
 - Chris Pirillo on, 739
 - David Nour on, 752
 - in SWOT analysis, 705–706, 748
- Opportunity analysis, execution and, 730, 731
- Opt-ins, 100
- Opt-out links, 101
- Opt-outs, 99
- OraTweet, 276
- Orbitz.com, 72, 73
- O'Reilly, Tim, 167
- Organic search, 356
- Organizations
 - Acrobat Connect and, 657
 - Acteva and, 572–573
 - assessing opportunities and threats of, 705–706
 - assessing strengths and weaknesses of, 704–705
 - Atom and, 616–617
 - Brightcove and, 520
 - challenge for, 137
 - collaboration in, 676–678
 - Constant Contact and, 476, 477
 - control and influence in, 681–683
 - Digg and, 600, 601
 - FeedBurner and, 618
 - Google Search and, 626
 - Google Video and, 522, 523
 - Go To Meeting and, 659, 660
 - in identifying audience, 721
 - Joomla and, 479
 - Plaxo and, 471
 - Redlasso and, 632
 - relevancy, competitiveness, and aliveness of, xii
 - RSS 2.0 and, 621
 - SlideShare and, 482, 483
 - SmugMug and, 503
 - Social Media Awareness Index and, 700–701
 - social media inside, 13
 - social media outside, 13–14
 - Survey Monkey and, 589
 - Twitter and, 536
 - WebEx and, 669
 - Yelp and, 611, 612
 - Zoho and, 595
 - Zoomerang and, 596
- Origin Systems, 329–330
- Orkut, 450, 468–470
- Ott, Scott, 169
- OTX company, 718
- Out-house web development, 136
- Outlook program, 112
- Outsourcing, of e-mail marketing, 108–113
- Ovide, Shira, 274
- Own-it/operate-it site, 385
- Page, Larry, 368, 523, 524, 627
- Page aggregators, 417
- Page link creation, 183
- PageRank algorithm, 365, 626
- Page ranking, 368, 369–370, 377
- Pages, music files embedded into, 228
- Page titles, 134, 365
 - checking, 370
- Paid listing, 374
- Palm Pilot, 195
- Panoramio, 200
- Paper Model Inc., 383
- Paper Models, 315, 316
- Papworth, Neil, 396
- Paranoia, in business, 682
- Pardo, Rob, 334
- Parker, Sean, 471
- Partnerships, Chris Pirillo on, 740
- Pasechnik, Bryce, 640
- Pass-alongs, 99
- Passa Parola campaign, mobile viral marketing via, 404
- Passive satisfaction, sales viability and, 732
- Patel, Manesh, 523
- Pax, Salam, 169
- Payload, 279
- PayPal, 613
 - PodBean and, 512
 - Slide and, 502
 - Wikia and, 487
- Pay-per-click (PPC), 380, 386, 389
- Pay-per-click advertising, 375

Index

809

- Pay-per-click marketing plan, 374
- Pay-to-play business revenue model, 330
- PBWiki.com, 187
- PC Gamer*, 340
- Pearce, Frank, 569
- Peer-to-peer (P2P) file sharing, 255–256
 - protocol for, 256
- Penn, B. J., 467
- PeopleTags, Zoomr and, 505, 506
- Pepper, Tom, 547
- Pepto-Bismol video contest, 10
- Performance-based model, 258
- Permalink, 170
- Permissions
 - granting, 111
 - Kevin Marks on, 768
- Personal area networks (PANs), 401
- Personal computers (PCs)
 - David Treadwell on, 773
 - 4×4 Evolution and, 562, 563
 - iChat and, 421–422
- Personal desktop assistants (PDAs), 195, 395
- Personal information, Kevin Marks on, 767, 769
- Personality, showing in blogs, 177
- Personal profiles, Kevin Marks on, 768
- Personal relationships, David Nour on, 752, 753
- Personnel training, with WebEx, 432. *See also* Education; Training
- PETCO, 726
- PhanFare, 200
- Phantasy Star Online, 330
- Philippines, credit card payment system in, 394
- Phoenix Mars Lander, 533, 537
- Phone Blogz, 216. *See also* Telephone entries
- Phone In feature, with Yahoo! Messenger, 427
- Phone Out feature, with Yahoo! Messenger, 427
- Phone technology, conversation using, 232–233
- Photoblog, 167
- Photoblogging, Twitxr and, 504
- PhotoBucket, 200, 493, 496–497
- Photo editing, with Picasa, 497–498
- Photo-editing software, 197, 200
- Photo gallery, 176
 - with Microsoft Live Messenger, 429
- Photographs, taking, editing, and uploading, 203
- Photography, SlideShare and, 482
- Photo-management
 - applications, desktop, 195
- Photo sharing, 27, 193–205, 281–282
 - beginnings of, 194–196
 - exposure and, 194
 - with global communities, 204
 - information related to, 196–198
 - providers for, 199–200
 - sites for, 398
 - techniques and tactics related to, 198–199
- Photo sharing tools, 493–507
 - Flickr, 494–495
 - Photobucket, 496–497
 - Picasa, 497–499
 - Radar.net, 499–500
 - Slide, 500–502
 - SmugMug, 502–503
 - Tool Scorecard for, 493, 506–507
 - Twitxr, 503–505
 - Zoomr, 505–506
- Photo-sharing web sites, 194, 195
 - creating revenue using, 198
 - multiple, 200
 - uploading photos to, 197, 198
- Photoshop, 197, 200
- Photo software, 196–197
- Photo theft/fraud, 197–198
- Picasa, 197, 200, 493, 497–499
- Pickle, 200
- PicMe, 200
- Pihkonen, Riku, 396
- PingShot, 615, 619–620
- Pirillo, Chris, 177, 783
 - on ACCESS model, 737–741
- Pirtle, Mitch, 479
- Pitas.com, 165
- “Pivot” CD, 300
- Pixamo, 200
- Pixelshot.com, 781
- PizzaHut, EverQuest and, 566
- PlaceShout, 265
- Placestodo.com, 408
- Platforms, web-site, 135–136
- Platform Services Group, 770
- Plaxo, 450, 470–471
- Players
 - with Entropia Universe, 564
 - with World of Warcraft, 567–568
- PlayStation Portable, 403
- Plurk, 275–276, 534–535
- PodBean, 215, 217, 223, 228–231, 509, 511–513
 - benefits of, 229–230
- PodBean.com, 210
- PodcastAlley, 217
- Podcast blog, 167
- PodCast.com, 217, 509, 513–515
- Podcast Directory, 227
- Podcast distributors, 216–217
- Podcast hosting site, trying, 234
- Podcasting, 8, 23, 27–28, 207–222. *See also* Podcasts
 - beginnings of, 208–210
 - David Meerman Scott on, 713
 - FeedBurner and, 617
 - homework related to, 218
 - importance of, 207–208
 - information related to, 210–211
 - Kyle Ford on, 709
 - perfection in, 211–212
 - PingShot and, 619
 - Podcast.com and, 513–515
 - spending on, 219, 220
 - TalkShoe and, 548, 549
 - tips, techniques, and tactics related to, 211–217
 - value of, 210–211
 - via PodBean, 512–513
 - Viddler and, 528
- Podcasting For Dummies* (Morris, Terra, & Miceli), 211, 218, 224, 785
- Podcasting support, iTunes, 227–228
- Podcasting tools, 217
 - specialty, 219
- Podcast providers, 217
- Podcasts, 208, 209
 - brief, 220–221
 - components of, 210
 - creating, 210, 211
 - editing, 214–215
 - information sharing via, 224
 - introducing, 212–213
 - planning, 211–212

- Podcasts (*continued*)
 publishing, 215
 recording, 213–214
 signing off, 214
 special effects for, 215
 Podcast software, 215–216
 Podcast Station, 216
 “Pod-safe” music, 220
 Podzinger, 624
 Point-and-shoot digital cameras,
 for publishing, 750
 Poisson, John, 500
 PokerRoom, 402
 Policies, rapidly changing, 84
 Political blogs, 164, 165–166
 Political Wire, 165
 Politics
 Digg and, 601
 Technorati and, 634
 Politics1.com, 165
 Pollard, John, 405, 648, 664, 783
 on Jott, 434–437
 Polls
 audience, 723–724
 Doodle service and, 440–441
 Popularity Contest plug-in, 175
 Popular videos, 248
 Portable live video, streaming
 computer system, 291–292
 Posts, 145, 167
 forum, 149–150
 helpful, 176
 images in, 174
 ranking, 175
 timing, 173
 Post-sale stage, 125
 Post titles, 173
 Pousti, Michael, 652
 Power Chat, with Jumbuck, 649
 PowerPoint
 PodBean and, 512
 SlideShare and, 482, 483
 Pownce, 265, 279, 601, 690–693,
 778
 failure of, 270
 shutdown of, 417
 Preferences
 execution and, 730
 in identifying audience, 720–
 721
 Premier Lifestyle Portal, 59
 Premium content providers,
 257–258
 Premium tools, MOLI and, 462,
 463
 Presentations
 Acrobat Connect and, 657
 Apple iChat and, 661
 Google Video and, 522, 523
 Go To Meeting and, 660
 via SlideShare, 482
 Present.ly, 277
 “Present Past”, 139, 140
 Preview pane, 98, 99
 Prims, 318
 Printing press, 75–76
 Privacy, MOLI and, 462, 463–464
 Private Estate, 319–320
 Problem-customers, David Nour
 on, 753
 Problem solving, 76–77
 Prodigy, 163
 Producer Rewards program,
 Metacafe and, 526, 527
 Productivity and Collaboration
 Application Suite, with
 Zoho, 594
 Productivity applications, 30,
 571–598
 Acteva, 571, 572–574
 America Online, 571, 574–575
 BitTorrent, 571, 576–577
 business and, 571
 Eventful, 571, 578–579
 Google Alerts, 571, 579–581
 Google Docs, 571, 581–583
 Google Gmail, 571, 583–585
 MSGTAG, 571, 585–586
 ReadNotify, 571, 586–588
 Survey Monkey, 571,
 588–590
 TiddlyWiki, 571, 590–592
 Tool Scorecard for, 571, 597–
 598
 Yahoo!, 571, 592–593
 Zoho, 571, 594–595
 Zoomerang, 571, 596–597
 Productivity Solutions
 Corporation, 652
 Products
 business content and, 683
 comparing, 133
 customers as “co-producers”
 of, xi
 sales viability of, 732
 Yelp and, 611, 612–613
 Professional organizations, in
 identifying audience, 721
 Professional photographers,
 SmugMug and, 503
 Professionals, LinkedIn and,
 461–462
 Professional speakers,
 SlideShare and, 482
 Profiles, 155
 creating, 65
 with Fast Pitch!, 454
 with Friendster, 456
 with MySpace, 464–465, 466
 with Ning, 466–467
 with Plaxo, 470
 Profitability, improving, xi–xii
 Project Entropia, 565
 Project management,
 TiddlyWiki and, 591
 Project Runeberg, 184
 Project Xanadu, 357
 Prologue, 276
 Promoters, 764
 in identifying audience, 721–
 722
 sales viability and, 732
 Propagan, 216
 Prospect needs, addressing, 131
 Prospect relationships, ix
 Prospects
 getting closer to, 761–762
 understanding, 141
 Providence Equity Partners, 525
 Providers
 for mobile telephones, 406–
 412
 forum, 153–155
 website-development, 136
 wiki-platform, 187
 ProxiBlaster.com, 401
 Psych-e How, 188–189
 “Psychological Hot Buttons”
 document, 126
 Psychological marketing, 126
 Public-facing blogs, 762
 Public relations, 157
 Public switched telephone
 network (PSTN), beginnings
 of, 393
 Publish category, 69–94
 Publishers
 in assessing technology and
 support, 749–750
 hardware and software with,
 749–750
 thinking like, 763
 Publishing, 14–16, 26–27
 Atom and, 617
 beginnings of, 75–76
 blogs and, 169–170
 Brightcove and, 520, 521
 Chris Pirillo on, 738

Index

811

- FeedBurner and, 617
- Google Docs and, 581–582
- influence of, 83
- information related to, 76–78
- KickApps and, 459
- PingShot and, 619–620
- PodBean and, 512–513
- RSS 2.0 and, 621
- statistics on, 82
- Technorati and, 633
- via Blogger, 474–475
- via Constant Contact, 476–477
- via Joomla, 477–479
- via Knol, 480–481
- via SlideShare, 481–483
- via TypePad, 483–485
- via Wikia, 485–487
- via Wikipedia, 487–489
- via WordPress, 489–491
- Publishing podcast wizards, 215
- Publishing tools, 473–491
 - podcast, 228–231
 - Tool Scorecard for, 474, 491
- Puma running shoe brand, 403
- Purchasing, iTunes and, 510
- Push-to-talk (PTT), 395
- Pyra Labs, 475
- Quadrant figure, in SWOT
 - analysis, 706
- Quakeholio, 163
- Quality, in podcasting, 219
- “Quality of the listing”, 386–387
- Quantum Computer Services, Inc., 575, 642, 658
- Quarantine, Photobucket and, 496
- Question blog (Qlog), 168
- Questions, open-ended, 173
- Quick Look, iChat and, 422, 423
- Quick Response (QR) codes, 410
- QuickTime, 227, 228, 240–241
- Rabble.com, 408
- Radar.net, 493, 499–500
- Radar Player, 499
- Rader.net, 409
- Radio, 509
 - Do-It-Yourself, 294
 - Internet, 288
 - Podcast.com and, 514
 - SHOUTcast and, 546–547
- Radio broadcast stations, conventional, 295
- Radiofrequency (RF) tags, for location-based services, 401
- Radiolinja
 - cellular technology from, 394
 - early text messaging and, 396–397
- Radiolocation, for location-based services, 401
- Radiophones, earliest, Reginald, 393
- Radio service access, 228
- Radio Shack, 217
- Radio shows
 - BlogTalkRadio and, 540
 - Live365 and, 542, 543–544
- Radio stations, commercial
 - Internet-only, 288–290
- Raids, 333–334
- Randel, Mark, 563
- Random House, 673–674
- Randomly generated e-mails, 102
- Random sampling, 105
- Ranjan, Amit, 483
- Rating products, Yelp and, 611, 612–613
- Raving-fan-of-a-customer, David Nour on, 753
- Readers, 346–348
 - being accessible to, 175
 - creating value for, 175
 - following, 177
 - training, 176
- Reading, time spent on, 177
- README, 96
- ReadNotify, 571, 586–588
- Really Simple Syndication (RSS), 343–353. *See also*
 - RSS entries
 - beginnings of, 343–345
 - information related to, 345–347
 - Twitter and, 426
- RealNetworks, Rhapsody and, 516–517
- RealPlayer, Rhapsody and, 516
- Real-time business, John Pollard on, 436
- Real-time social engagement, 398–399
- RealVideo Player, 241
- Real Virtual Gateway (RVG), 337
- Real/virtual world currency
 - connection, 333
- Rebaud, Sylvain, 517
- Recent Changes page feature, 183–184
- Recipients, in mobile viral marketing, 404
- Recording, of podcasts, 213–214
- Recreation. *See also*
 - Entertainment
 - EverQuest and, 566
 - Second Life and, 556
- Recreational audience persona, 724
- Recruitment, 140
- Reddit, 599, 609–611
- Redlasso, 623, 631–632
- Redman, Brian E., 163
- Redundancy, David Treadwell on, 772
- Regional campaigns, 134–135
- Registered trademarks, using, 133
- Reichheld, Frederick F., 732–733
- Relationship dynamic chart, David Nour on, 754
- Relationship economics, David Nour on, 751–754
- Relationship Economics* (Nour), 752, 783
- Relationships
 - leveraging, 61–62
 - LinkedIn and, 461–462
 - MOLI and, 463
 - Ning and, 467–468
 - Orkut and, 468–469
- Reminder messages, Jott service as, 424–425
- Research
 - aggregators and, 599
 - David Meerman Scott on, 713
 - execution and, 729
 - Google Alerts and, 580
 - Wikipedia and, 488
 - Yahoo! and, 592–593
- Research interviews, recorded, xiii
- Research page, 124
- Research stage, of the sales funnel, 123
- Reservations, with Doodle, 430
- Residents, Second Life and, 555–556
- Resources, evaluating and organizing, 743–755
- Responsibility, blogging and, 18
- Return on investment (ROI), 95, 378
 - from e-mail marketing, 111
- Revenue models, 51
- Revenues, increasing, xi, 111

- Reviews
 - via mobile telephones, 399
 - Yelp and, 611, 612–613
- Revision3, 265, 601
- Reynolds, Glenn, 165, 169
- Rhapsody, 509, 515–517
- Rheingold, Howard, 17
- Rhodes, Blake, 629
- Rich, Dave, 648
- Richardson, Ben, 559
- Rich media, 208, 210, 239, 287, 385, 397
- Rich Site Summary (RSS), 31, 151, 343–344, 615–622. *See also* RSS entries
 - Atom for, 615, 616–617
 - BlogTalkRadio and, 540
 - FeedBurner for, 615, 617–619
 - Google Alerts and, 580
 - Google Reader and, 605
 - PingShot for, 615, 619–620
 - RSS 2.0 for, 615, 620–622
 - Tool Scorecard for, 615, 622
- Rig, 311
- Ring, Cameron, 471
- Ringley, Jennifer Kaye, 290
- Ringtones, with Yahoo!
 - Messenger, 428
- Ripped music, 256
- Risch, Adrian, 650
- Risley, David, 173
- Ritual Entertainment, 163
- Robbin, Jeff, 226, 511
- Robots, 360
- Rocket Science Group, The, 590
- Rohan, 330
- Rojas, Peter, 167
- Role-playing game (RPG), 328
- Role-playing servers, dedicated, 339
- Rosedale, Philip, 311, 557
- Rose, Kevin, 265, 601
- Rothman, Peter, 543
- Roving Software, 477
- Royalty legislation bills, 295
- RS Builder, with Ice Rocket, 628
- RSS 2.0, 615, 620–622. *See also* Rich Site Summary (RSS)
- RSS Advisory Board, 344, 345
- RSS-DEV Group, 344
- RSS features
 - of podcasts, 228
- RSS-fed podcasts, 211. *See also* Really Simple Syndication (RSS)
- RSS feeds, 173, 220, 255, 294, 621
 - creation of, 215
 - Podbean, 230
- RSS-to-E-mail option, 173
- RSS widget, 176
- Ruby, Sam, 345, 617
- Ruins of Cawdor, 328
- Ruston, Jeremy, 591–592
- SaaS (Software as a Service), sales viability and, 732
- “Safe Un-subscribe” tool, 110
- Safko, Lon, xiv, xvii, 162, 306
- Safko International Inc., 182
- Saleem, Muhammad, 603
- Sales
 - driving, 113
 - new approach to, 44
- Sales funnel, 121
- Sales funnel stages, 122–124
 - understanding, 141
- “Sales Manifesto”, 43
- Sales viability, in ACCESS
 - model, 731–733
- Salton, Gerard, 356, 357
- Sandie, Robert, 528, 529
- Sanger, Larry, 185, 487, 489
- SanminaCSCI, 523
- Sans serif fonts, 133
- Saving chats, with iChat, 423
- Sayre, Robert, 345
- Scheduling, with Doodle, 429–430
- Schindler, Don, 361, 365
- Schwab, Charles, on
 - collaboration, 678
- Schwartz, Jonathan, 167
- Scientific American*, 217
- Scoble, Robert, 17, 66, 167, 171–172, 244, 265, 603, 783–784
- Scott, David Meerman, 784
 - on social media SWOT analysis, 712–715
- Scrapbooks, Photobucket and, 496
- Screen resolution, 132–133
- Screen sharing, for iChat video chats, 422–423
- Scripting, iTunes and, 511
- “Scripting News”, 163
 - format of, 343–344
- Sculpted prim, 318
- Search BOSS, 593
- Search engine algorithms, 361
- Search engine criteria, 368
- Search Engine Marketing (SEM), 355–356, 379, 373–390
 - beginnings of, 374
 - benefits of, 373–374
 - information related to, 374–378
 - providers of, 378–379
 - tips, techniques, and tactics related to, 378
- Search Engine Optimization (SEO), 355–372, 388. *See also* SEO ranking
 - benefits of, 355–356
 - EveryZing and, 625
 - Ice Rocket and, 628–629
 - information related to, 357–366
 - practices to avoid in, 365–366
 - providers of, 368
 - tips, techniques, and tactics related to, 366–368
- Search Engine Optimization companies, 369
- Search Engine Optimization Toolkit, 155
- Search engines, 623
 - blog-specific, 168
 - charge rates of, 377–378
 - David Meerman Scott on, 714
 - Google Video and, 522
 - MetaTube as, 630
 - top five, 375
 - Twitter and, 536
 - Yahoo! as, 592–593
- Searching e-mail, Google Gmail and, 583
- Search interface, 360
- Search page, 124
- Search Relay, with Ice Rocket, 628
- Search stage, 123
 - of the sales funnel, 122–123
- Search tools, 31, 623–637, 762
 - EveryZing, 623, 624–625
 - Google Search, 623, 625–627
 - Ice Rocket, 623, 627–629
 - MetaTube, 623, 629–630
 - Redlasso, 623, 631–632
 - Technorati, 623, 632–634
 - Tool Scorecard for, 623, 636–637
 - Yahoo! Search, 623, 635–636
- Seasonality, 107, 108
- Second generation (2G) wireless phones, 394

Index

813

- Second Life, 8, 15, 56, 305, 311–312, 333, 490, 491, 551, 555–557
 companies utilizing, 317
 enterprise in, 315–317
 expenses in, 319–320
 participating in, 318
 personal, 317–318
 Social Media Bible in, 317
 virtual economy of, 313–314
 Second Life.com, 318
 Second Life Mainland, 314–315
 Second Life Relay For Life
 Launch Event, 316
 Second Life Stats, 320
 Second Life URL (SLURL), 317
 Second Life Virtual
 Environment, 781
 “Secret sauce”, 39–40
 Sedona, 193
 Seeds, in mobile viral marketing, 403
 Segmenting, to maximize
 conversion, 105–106, 114
 Seibel, Michael, 545
 Self-destructing e-mail,
 ReadNotify and, 587
 Self-policing, 233
 Self-publishing, Blogger and,
 474–475
 Self-reported behaviors
 execution and, 730
 in identifying audience, 720
 Self-service advertising,
 Technorati and, 633
 Selling, exploring, 323. *See also*
 Marketing
 SEM advertising system, 374.
See also Search Engine
 Marketing (SEM)
 Sema Group, 396
 SEM campaign, launching, 375–
 376
 Semi-competitive audience
 persona, 724
 Seminars, with Adobe Connect,
 433–434
 SEM marketing, 383
 SEM system, beating, 377
 Send Message (SNDMSG)
 command, 96, 116
 Senopole, Rich, on
 implementing social media
 strategy, 757–758
 SenSei System, 306, 307–308,
 310–311
 Serif fonts, 131–132, 141
 Service organizations, in
 identifying audience, 721
 Service packages, Constant
 Contact and, 476
 Service providers
 airG and, 640
 for mobile telephones, 406–
 412
 Radar.net and, 499
 Services
 Chris Pirillo on, 739
 comparing, 133
 sales viability of, 732
*Seven Centers of Management-
 Intention*, 41
 Sevinc, Paul, 440
 Shadow of Yserbius, 328
 ShareThis, 176
 EverQuest and, 566
 Sharing, 176
 Shear, Emmett, 545
 Shipley, Chris, 17
 Shobe, Matt, 618–619, 620
 Short Message Service (SMS),
 270–271, 282, 443. *See also*
 SMS entries
 BlogTalkRadio and, 541
 Short-messaging, 156, 280
 Short-range communications,
 400–401
 SHOUTcast, 539, 545–547
 Live365 and, 543
 ShowBiz, 246
 Showtime, Brightcove and,
 521
 ShoZu, 409
 Shriram, Ram, 627
 ShutterFly, 199
 Siegel, Justin, 398
 Sierra, Kathy, 167
 Sierra Network, 328
 Sifry, Dave, 634
 Signatures, 150
 Silicon 569
 Silverlight, 749
 Simmons, Russ, 613
 Simonetti, Ellen, 169
 Simple Markup Language (SML)
 tools, 183
 Simulators, 305
 Sina, Rashni, 483
 Sincaglia, Nick, 517
 Singh, Sanjeev, 604
 Single-player MMORPGs, 334.
See also Massively
 multiplayer online role
 playing games (MMORPGs)
 Sitemaps, comprehensive, 367
 Sites, voting capability for, 365
 Six Apart, TypePad from, 483–
 485
 Six-step media strategy process,
 757, 760–765
 Sketchblog, 167
 SkyDrive, with Microsoft Live
 Messenger, 429
 Skype, 418–419, 655, 666–668
 Skypecast.com, 298
 Skype Credit, 419
 Slang text message, 152–153
 Slide, 200, 493, 500–502
 Slidecasts, via SlideShare, 482
 SlideShare, 473, 481–483
 Slideshows, for iChat video
 chats, 422
 Slowe, Christopher, 611
 SLurl.com, Second Life and, 556
 Smales, Andrew, 165
 Small business
 Bill Julia on, 734–735
 growth of, 112–113
 Joomla and, 478, 479
 KickApps and, 460
 MOLI and, 463–464
 Small Business Development
 Center (SBDC), social media
 strategy for, 757–758
 Small-file-size compressed
 video, 241
 Smartphones, 413
 CallWave and, 645
 invention of, 394
 rich media and, 397
 Smart playlists, 227
 SmartSets, Zoomr and, 505
 Smedley, John, 567
 SMS.ac, 639, 650–652. *See also*
 Short Message Service
 (SMS)
 SMS mobile data service, 394
 SMS text messaging
 in mobile marketing, 404
 marketing via, 399–400
 with mobile telephones, 396–
 397
 with Yahoo! Messenger, 427
 SMTP (Simple Mail Transfer
 Protocol), MSGTAG and,
 585
 SmugMug, 199, 493, 502–503
 SnapFish, 199

- Soap operas, 106–107
- Social applications, Kevin Marks on, 766
- Social bookmarks, 347
- SocialCast, 276
- Social engagement, real-time, 398–399
- Social Graph Engine for Publishers, KickApps and, 459
- Socialight.com, 409
- Socialization, Kaneva and, 554
- Social media, ix, 203, 212
 aggregators and, 599
 audience and, 719
 benefits of, 85
 breadth of, 156–157
 changes in, 223
 collaboration and, 675, 676–678
 communication and, 675–676
 control and influence via, 681–683
 David Meerman Scott on, 712–713
 defined, xii, 3–20
 Digg and, 600–601
 digital, 95
 disruptive nature of, 11–14
 education and, 675, 679–680
 e-mail marketing and, 114–115
 enabling conversation via, 4
 entertainment and, 675, 680–681
 EveryZing and, 624
 experimenting with, 94
 expert insights on, 138
 exploring and experimenting with, xiv
 FriendFeed and, 602–603
 global perspective on, 156
 Go To Meeting and, 659–661
 iGoogle and, 606, 607
 improving profitability via, xi–xii
 increasing revenues via, xi
 interpersonal applications and, 417–418, 655–670
 Jumbuck and, 649
 livecasting, 539
 Madison Avenue and, 9–10
 mobile telephones as, 391–393
 range of, xii
 Reddit and, 609–610
 sales viability and, 731–733
 self-assessment related to, 13–14
 SWOT analysis of, 671, 699–716
 tactics of, xv
 Technorati and, 634
 things to know about, x
 two sides of, 4–6
 understanding, 12
 uses of, xvi, 155–156
 using to advantage, 5
 ways to engage people with, 25
- Social Media Ad Council (SMAC), 458
- Social media applications, in pinpointing social media starting point, 746–748
- Social media awareness, 33
- Social Media Awareness Index, 699–701, 743, 744, 745
 in SWOT analysis, 705
 Tool Scorecards and, 701–703
- Social Media Bible, The*
 creation of, xv–xviii
 free downloads associated with, 159
 organization of, xii–xiii
 in *Second Life*, 317
- Social media blogs, 349
- Social media business strategy, 760–765
- Social media categories, 23
 descriptions and tools related to, 25–32
- Social media category exercise, 25–34
- Social Media Club, 17, 18, 780
- Social media digital tools, 161
- Social media ecosphere, 384
- Social Media Ecosystem, ix, 21–42, 673–693
 experts and authorities on, x
 in pinpointing social media starting point, 746–748
 Social Media Awareness Index and, 699–701
 in tapping into employee wisdom, 745
- Social media experiences, 33
 sharing, xiv
- Social media hardware, 749
- Social Media Judo, 71–72
- Social media jungle, 21
- Social media micro/macro strategies
 defining, 760
 implementing, x, 758–765
- Social media opportunities,
 embracing, 44
- Social media overload, 267–268
- Social media personal strategy, 758–759
- Social media platforms,
 interoperable, 279
- Social Media Playbook, The* (Heuer), 780
- Social media players, guide to, xv
- Social media portfolio, building, 251
- Social media publishers,
 profitable, 69–71
- Social media readiness,
 determining, 743
- Social media sites, top-ranked, 58–59
- Social media starting point, 743
 pinpointing, 746–748
- Social media strategy
 ACCESS model and, 717
 business, 760–765
 communities and, 684–688, 689–690
 content in, 683–684, 684–688
 control and influence in, 681–683
 developing, 671
 evaluating and organizing resources for, 743
 formulating, 673–674
 implementing, 757–774
 internal and external components of, 33
 management and, 689–690
 mastering, 675–681
 personal, 758–759
- Social media tactics, ix
- Social media tools, ix, 4, 21, 274, 445–447
 for microblogging, 533–538
 mobile, 639–653
 in SWOT analysis, 704, 705
 this book and, 445–446, 446–447
- Social Media Tool Scorecard.
See Tool Scorecard
- Social media trend, 82
- Social networking, 26, 43–67, 350, 449–472, 690–693, 759.
See also Social networks
 Acrobat Connect and, 656–657
 airG and, 640
 with AOL, 574–575

Index

815

- AOL Mobile and, 641
- Atom and, 616–617
- beginnings of, 46
- Brightkite and, 643–644
- CallWave and, 645
- conversation as, 449
- David Meerman Scott on, 713–714
- EverQuest and, 565–566, 566–567
- forum, 153
- FriendFeed and, 602
- gaming and, 561
- Google Gmail and, 584
- Go To Meeting and, 659–661
- iGoogle and, 606, 607
- information related to, 46–57
- Jumbuck and, 649, 650
- Kaneva and, 554, 555
- Kevin Marks on, 769
- participating in, 65
- Reddit and, 609–610
- Second Life and, 555–556
- SMS.ac and, 651–652
- Technorati and, 634
- There and, 557–558
- Tool Scorecard for, 450, 471–472
- via Bebo, 450–451
- via Facebook, 452–453
- via Fast Pitch!, 453–455
- via Friendster, 455–457
- via Gather.com, 457–458
- via KickApps, 459–460
- via LinkedIn, 460–462
- via MOLI, 462–464
- via MySpace, 464–466
- via Ning, 466–468
- via Orkut, 468–470
- via Plaxo, 470–471
- via Twitter, 425–426
- with World of Warcraft, 567–568
- Yahoo! and, 592, 593
- Social networking sites, 45
- Social network providers, 58–59
- Social networks, 15
 - contributing to, 48
 - embracing, 44
 - examples of, 49–57
 - levels of interaction in, 47
 - membership life cycle for, 47–48
 - music videos on, 519
 - understanding, 46
 - workings of, 48–49
- Social organizations, in
 - identifying audience, 721
- Social profiles, linking to, 177
- Social software, 181
- Social Media Press Release (SMPR), 81
- Soft bounces, 99
- SoftVoice, 306, 310
- Software
 - podcast, 215–216
 - for publishing, 749–750
 - social media, 749
- Software Developer Kit, with Active Worlds, 552
- Software Development Kit (SDK), BitTorrent and, 577
- Software editing programs, 214
- Software sales, 4×4 Evolution and, 562
- Sole proprietorships, 39
- Solitaire, 403
- Sony Interactive Studios America, 567
- Sony Online Entertainment (SOE), 330, 565
 - EverQuest and, 566–567
- Sound Check, 227
- Sound editing, 220
 - software for, 213
- Sound effects, with Yahoo! Messenger, 428
- SoundJam MP, 226
 - iTunes and, 511
- Sound Studio, 213, 215
- Soundtrack Pro, 215
- Soundtracks, with Yahoo! Messenger, 428
- Sousveillance, 163
- Southern Leyte Rehabilitation Program, 475
- Southwest Airlines, 271
- Space Invaders, 403
- Spaces, with Microsoft Live Messenger, 429
- Spagnoletto, Patrizio, 384–388, 784
- Spam, 95, 100–102, 110. *See also* Micro-spam
 - avoiding, 113
- Spam blockers, 102
- Spam filters, 102–103
- Spam filter triggers, 103
- Spamming, of forums, 151–152
- Special effects, for podcasts, 215
- Speech recognition, John Pollard on, 436
- Speech-to-text technology,
 - EveryZing and, 624
- Sperling, Peter V., 646
- Spiders, 360
 - tricking, 371
- Splog, 168
- Spoink, 277
- Sponsored search, 384–385
- Sponsor Results, Yahoo! Search and, 635
- Sponsorship
 - Chris Pirillo on, 740
 - Podcast.com and, 513
 - sales viability of, 732
- SPOT Satellite Personal Tracker, Brightkite and, 643
- Spray painting, Metacafe and, 527
- Spreadsheets
 - Constant Contact and, 476
 - Google Docs and, 582–583
 - Google Video and, 522
 - Zoho and, 594, 595
- Spread spectrum, 400–401
- Spyonit, 619
- Squared-Circle, 201
- Sridhar, Naga, 580–581
- Srivastava, Kakul, 200–203, 784
- Stanford Linear Accelerator Center (SLAC) Web server, 121
- Stanza, 76
- starbuckgossip.typepad.com, 5
- Starbucks, lessons learned at, 5–6
- States' attorneys general offices, 102
- Station Exchange, EverQuest and, 566
- Status, 276
- Status update, 277
- Stealthmode Partners, 265, 277, 779–780
- Steffen, Alex, 169
- Sternberg, Seth, 665–666
- Sticky content, 684
- Sticky site, 73
- Sticky web pages, 117–118
- Stone, Biz, 279–281, 537, 784
- STOP command, mobile
 - telephone advertising and, 400
- Stoppelman, Jerry, 613
- Storefronts, virtual worlds as, 551

- Strategic relationships, David Nour on, 752
- Streaming, Chris Pirillo on, 740
- Streaming technology, 293
- Streaming videos, Hulu and, 524
- Strengths, in SWOT analysis, 703–705, 748
- Strompolos, George, 257–260, 784
- Strong communities, 685
- Stubblefield, Nathan B., 393
- StumbleUpon, 176
- Subdirectories, 367
- Subdomains, 368
- Subject lines, 98
 - crafting, 105
 - deceptive or misleading, 101
 - importance of, 104
 - spam checking, 103
 - testing the effectiveness of, 106
- Subscribers, Atom and, 616
- Subscriptions
 - Acrobat Connect and, 656
 - Active Worlds and, 552
 - AOL and, 574, 575
 - AOL Instant Messenger and, 657
 - AOL Mobile and, 641
 - Apple iChat and, 662
 - EverQuest and, 565
 - to Fast Pitch!, 453
 - FeedBurner and, 618
 - Google Alerts and, 579
 - Google Reader and, 604
 - Go To Meeting and, 659, 660
 - Jott and, 646, 662
 - Kaneva and, 553
 - LinkedIn and, 460
 - Live365 and, 542, 544
 - My Yahoo! and, 607
 - Ning and, 466
 - PingShot and, 619
 - Plaxo and, 470
 - PodBean and, 511, 513
 - ReadNotify and, 586
 - Rhapsody and, 515
 - sales viability and, 732
 - Second Life and, 555
 - Skype and, 666
 - Survey Monkey and, 588
 - Technorati and, 632
 - There and, 557
 - World of Warcraft and, 567, 568
 - Yahoo! and, 592
 - Yahoo! Search and, 635
- Zoho and, 594, 595
- Succeeding at Your Yahoo! Business* (Tang), 785
- Success
 - accelerating, 61
 - David Nour on, 751, 752
 - formula for, 12–13
 - planning for, 81
- Successful companies, building, 40
- Success metrics, business-to-business (B-to-B), 129–130
- Sullivan, Andrew, 165
- Summize, 275
- Sun Microsystems, 316, 627
 - BlogTalkRadio and, 540, 541
 - Digg and, 601
- SuperCard, 182
- SuperText, 407
- Support, business and, 748–750
- Surowiecki, James, 730
- Survey Monkey, 7, 571, 588–590, 758
 - in tapping into employee wisdom, 745
- Surveys
 - audience, 723–724
 - Constant Contact and, 476
 - Google Docs and, 582
 - Survey Monkey and, 588–589
 - Zoho and, 595
 - Zoomerang and, 596–597
- Survey Wizard, Constant Contact and, 476
- Survival of the Fittest law, 24–25
- Susning.nu, 184
- Sutherland, Ivan, 305
- Swartz, Aaron, 611
- Sweigert, George, 393
- Switzerland, Doodle service in, 440
- SWOT (strength, weaknesses, opportunities, threats)
 - analysis, xiii, ix, 759
 - completing, 706–707
 - initiating, 703–706
 - social media, 671, 699–716
- Synchronization, David Treadwell on, 771
- Syndication button, 343
- System for the Mechanical Analysis and Retrieval of Text (SMART), 356
- Tabblo, 200
- Tactics, old, 44
- Tagged.com, 45
- Takers, David Nour on, 753
- Talking Points, 166
- TalkShoe, 539, 547–549
- TalkShoe.com, 298
- Tang, Linh, 383–384, 785
- Tank, 327
- Tapscott, Don, 82
- Target audience, 381
 - David Meerman Scott on, 714
- Targeting, 387
- Tate, Kristopher, 506
- Taylor, Bret, 603
- Tech innovators, interviewing, 172
- Technological resources, identifying, 40–41
- Technology
 - Bill Jula on, 733–734
 - business and, 748–750
 - Chris Pirillo on, 738
 - in determining social media readiness, 743
 - for mobile phones, 405–406, 412, 413–414
 - for social media strategy, 758
 - in SWOT analysis, 704, 705
- Technology fashionista, 725
- Technorati, 168, 623, 632–634, 678, 762
- Teen Second Life, 312
- Telecommuting, Jott and, 647, 663–664
- Telephone, invention of, 289. *See also* Telephones
- Telephone conferencing, Adobe Connect and, 434
- Telephones
 - Blogger and, 474
 - calling with Skype, 419
 - collaboration and, 677
 - John Pollard on, 434–435, 436–437
 - Jott service and, 423
- Telepresence, 313
- Television
 - mobisodes and, 397
 - social media and, 685
- Templates, downloadable, xiv
- Terminal Reality, Inc., 562, 563
- Terra, Evo, 218–220, 785
- Tesla, Nikola, 509
- Testing
 - of concept, 727
 - importance of, 114

Index

817

- Text, EveryZing and, 624
 Text chat, 296
 Text message shortcuts, 152–153
 Text messaging, 156, 263, 264–265
 with iChat, 421
 John Pollard on, 435–436, 436–437
 Jott service as, 424
 with mobile telephones, 396–397
 SMS.ac and, 651
 via Twitter, 425–426
 Text Shortcuts Language Guide, 153
 The3gdatingagency.com, 409
 “The Mall”, 383
Theory of Indexing, A, 356
 There, 551, 557–559
 TheSocialMediaBible.com, xiiiBxiv, 700, 701, 706
 online book review at, xiv
 The Social Media Bible (TSMB), dashboard for, 164
 Thiel, Peter, 453
 Thin client, 327
 Third generation (3G) wireless phones, 394
 Third Screen Media, 411
 Thoughts, scripting, 244–245
 Threads, 148, 150
 shutting down, 151
 Threats, in SWOT analysis, 705–706, 748
 Three-dimensional (3D) content
 Active Worlds and, 552, 553
 Kaneva and, 554, 555
 Second Life and, 555–556, 556–557
 There and, 557
 360 Campaign, 385
 3jam.com, 407
 Thurmond, Strom, 166
 T. I. (rapper), 57
 TibiaME, 402
 TiddlyWiki, 571, 590–592
 Time Warner, 575, 642, 658
 Timkrans, Jan Welter, 565
 Tiny Pictures, 500
 Title tags, 363
 TobaccoReviews.com, 683
 Tomlinson, Ray, 96
 Toolbar, with Google Search, 626
 Tools. *See* Audio tools; Digital tools; Interpersonal tools; Livecasting tools; Many-to-many social tools; Many-to-one social tools; One-to-many social tools; One-to-one social tools; Photo sharing tools; Podcasting tools; Premium tools; Publishing tools; Search tools; Social media tools; Video tools
 Tool scorecard, xiii, 446–447
 for aggregators, 599, 613
 completing, 699
 for interpersonal tools, 655, 670
 for mobile telephone tools, 639, 652–653
 for productivity applications, 571, 597–598
 for rating audio tools, 510, 517
 for rating games, 561, 569
 for rating livecasting tools, 539, 549
 for rating microblogging tools, 533, 537–536
 for rating photo sharing tools, 493, 506–507
 for rating publishing tools, 474, 491
 for rating RSS tools, 615, 622
 for rating search tools, 623, 636–637
 for rating social networking tools, 450, 471–472
 for rating video tools, 519, 531
 for rating virtual worlds, 551, 559
 Social Media Awareness Index and, 701–703
 in SWOT analysis, 705
 in tapping into employee wisdom, 745
 Toshiba America Business Solutions Inc., 657
 Town hall meetings, in tapping into employee wisdom, 744
 Tracking feature, wiki-like, 171
 Tracks, creating, 245–246
 Trademarks, 133
 sharing, 133
 Traffic, accurately targeted, 128
 Traffic pattern, 73
 Training
 exploring, 323
 in SWOT analysis, 704
 via Google Video, 523
 via Metacafe, 527
 with WebEx, 432
 Transactions
 sales viability and, 732
 Yahoo! Search and, 635
 Translations, with Joomla, 478
 Transmission Control Protocol/Internet Protocol (TCP/IP), 118, 119
 Travature, 275
 Travel Cycle, 16
 Treadwell, David, 785
 on social media strategy, 770–773
 Treedia Labs, 514, 515
 Treemo.com, 409
 Trend Tool, with Ice Rocket, 628
 Tricycles, David Meerman Scott on, 715
 Trilateration location, for location-based services, 401
 Trillr, 276
 TripAdvisor.com, 72–73, 74, 682–683, 758
 Trip journals, online, 16
 Trolling, 184
 Trolls, forum, 151
 Trost, Bill, 330, 567
 Trott, Ben, 167, 485
 Trott, Mena, 167, 485
 Trust
 building, 110, 152
 Kevin Marks on, 766–767
 in web sites, 361
 Trusted community, creating, 159
 Trusted networks, 43, 147, 305, 335
 mobile telephones for, 399
 Tsheets, Jott and, 647, 663–664
 TSMB Dashboard, 164
 TSMB Search, 359
 Tsunami warning system, SMS.ac and, 651
 TubeMogul, 175
 Tumbleblogs, 168
 Tumblr, 277
 TuneTo.com, Rhapsody and, 517
 Turner Broadcasting System (TBS), Kaneva and, 554–555
 Tweeted presentations, 166
 Tweeting, 266, 536
 BlogTalkRadio and, 541

- Tweets, 23, 264–265, 266, 271, 283, 398, 413, 426. *See also* Twitter “tweets”
 - for internal communications, 284
 - safety of, 270–271
- Tweet-specific search engines, 275
- 20th Century Fox, Second Life and, 557
- Twhirl, 275
 - Twitter and, 536
- TWiTArmy, 277
- Twitosphere, 271
- Twitter, 7, 23, 151, 172, 173, 264–265, 267, 279–281, 398, 399, 425–426, 535–537, 784
 - BlogTalkRadio and, 541
 - creating groupings on, 275
 - Jott and, 646, 663
 - Kevin Marks on, 769
 - modes of interaction with, 280–281
 - server overload at, 269–270
 - Twitter.com, 409
 - Twitter “tweets”, 9. *See also* Tweets
 - Twitter Church, 273
 - Twitterers, 265, 266, 271, 283–284
 - corporate, 271–273
 - Twitterfeed, 173
 - Twitterholic.com, 275
 - Twitter jargon, 271
 - Twitter microblogging, 166
 - Twitter micro-communities, 278
 - Twitter News Feed, 284
 - Twitter-related providers, 275–277
 - Twitvision, 271
 - Twitvision.com, 275
 - Twitxr, 493, 503–505, 533, 537
 - 2008 Arizona Entrepreneur Conference, 198
 - TXT Chat, with Jumbuck, 649
 - TypePad, 473, 483–485, 680
 - Ubrandit.com, 652
 - Ubuntu forums, 177
 - UIEvolution, 53
 - Ultima Online (UO), 325, 330, 338
 - UnaMesa, on TiddlyWiki, 590–591, 592
 - Understanding, knowing versus, 728
 - Unibox, 648
 - United States
 - AOL Instant Messenger in, 421
 - first wireless telephone patented in, 393
 - Hulu in, 525
 - Internet usage by, 392
 - YouTube in, 530
 - University of Cambridge, The
 - Morph from, 395–396
 - University of Texas at San Antonio College of Engineering, 273
 - Unsolicited commercial e-mail (UCE), 101
 - Unsubscribes, 99
 - Updates
 - aggregators and, 599
 - Kyle Ford on, 709
 - PingShot and, 619–620
 - Uploading, 680–681
 - to Flickr, 494
 - Google Docs and, 581–582
 - to Photobucket, 496, 497s
 - YouTube and, 530
 - Zoho and, 595
 - Urban Dictionary, 72
 - URL addresses (URLs)
 - first, 120
 - Kevin Marks on, 767
 - Search Engine Optimization and, 363
 - US Airways plane crash, 274
 - Usenet, 162–163
 - User fees, KickApps and, 459
 - User-generated content, 23, 88–89, 90, 137, 305, 312, 334
 - encouraging, 79–81
 - User groups, forum, 152
 - UserLand Software, 344
 - RSS 2.0 and, 622
 - Ustream.tv, 296–297
 - Validation, of concept, 727
 - “Value add”, 350
 - Value Added Resellers (VARs), 146–147
 - Value added tax (VAT), 314
 - Value creation, Bill Jula on, 735–736
 - Value propositions, evaluating, 103–104
 - Values
 - execution and, 730
 - in identifying audience, 720
 - Vandalism, on wikis, 184
 - van Dijck, Peter, 241
 - Vanga.com, 279
 - Varsavsky, Martin, 504, 505
 - Vaynerchuk, Gary, 63–64, 785
 - Veeker.com, 409
 - Vega, Amanda, 155–158, 406, 785–786
 - Vegasna, Raju, 595
 - Vehicle pack, with 4×4
 - Evolution, 562
 - Venture capital, Eventful and, 578
 - Verant Interactive, 567
 - Verdi, Michael, 246
 - Verification codes, 149
 - Verizon, Rhapsody and, 516
 - Verizon deck, 411
 - Vertical communities, 673, 688
 - Vertical web portals (vortals), 367
 - VHS-to-DVD recorders, 254
 - Victorino, Steve, 559
 - Viddler, 519, 527–529
 - Video. *See also* Videos
 - bandwidth and storage related to, 241–242
 - defined, 239
 - distributing, 246
 - driving traffic to, 246
 - editing, 245–246
 - engaging nature of, 237
 - KickApps and, 459
 - MOLI and, 463
 - for publishing, 749–750
 - Rishi Chandra on, 439
 - SMS.ac and, 652
 - streaming, 242
 - Video Ads, YouTube and, 530
 - Video blog (Vlog), 168, 241, 296. *See also* Vlogs
 - Video blogging, 247
 - beginning, 247–248
 - Videoblogging For Dummies* (Bryant), 776
 - Videoblog providers, 246
 - Video capability, 28
 - Video chats, iChat and, 422
 - Video chatting, Apple iChat and, 661–662
 - Vide Conferencing, with Adobe Connect, 433
 - Video contests, 10
 - Video distribution, 241
 - Video documentaries, 243
 - Video editing software, 245–246
 - Video files, managing, 226

Index

819

- Video games, online, 325
- Video Identification program, YouTube and, 530
- Video livecasting, 287–288
- VideoRankJ score, Metacafe and, 526
- Videos, 175, 680–681, 758
 - advertising, 251–252
 - Bebo and, 451
 - Chris Pirillo on, 737–738, 740
 - creating, 244, 248, 249
 - Flickr and, 494
 - Photobucket and, 496
 - popular, 248
 - posting, 260
 - Slide and, 501
 - in social media strategy, 674
 - uploading, 244, 260
- Video search engines, MetaTube as, 630
- Video sharing, 203, 242, 251–262
 - Apple iChat and, 662
 - beginnings of, 252
 - benefits of, 261
 - information related to, 252–257
 - MetaTube and, 629–630
- Video-sharing providers, 257
- Video streaming, 243
- Video tools, 519–531
 - Brightcove, 519, 520–522
 - Digg and, 600
 - Google Video, 519, 522–524
 - Hulu, 519, 524–525
 - Ice Rocket and, 628–629
 - Metacafe, 519, 525–527
 - Redlasso and, 631
 - Tool Scorecard for, 519, 531
 - Viddler, 519, 527–529
 - YouTube, 519, 529–530
 - Zoho and, 595
- Viewers, in assessing technology and support, 749
- Viral campaigns, Plurk and, 535
- Viral marketing, mobile, 403–404
- Viral value, 73–74, 80
 - in identifying audience, 721–722
- Virtual classes/classrooms
 - Adobe Connect and, 434
 - BlogTalkRadio and, 540
- Virtual communities, 47
- Virtual Community* (Rheingold), 17
- Virtual economies, 313–315, 333
- Virtual-electronic-retailing (V-E-Tailing), 383
- Virtual gaming, 325–342
 - beginnings of, 327–337
 - community aspect of, 339
 - demographics of, 339
 - information related to, 326–327
 - money associated with, 339–340
 - social impact of, 330–331
- Virtual gaming providers, 337
- Virtual libraries, iTunes, 226
- Virtual objects, creating, 318
- Virtual products, 314
- Virtual-world prototypes, 310
- Virtual world providers, 320
- Virtual worlds, 29, 305–324, 551–559
 - Active Worlds, 551, 552–553
 - beginnings of, 305–312
 - defined, 312–313
 - information related to, 312–320
 - Kaneva, 551, 553–555
 - Second Life, 551, 555–557
 - There, 551, 557–559
 - three-dimensional, 306
 - Tool Scorecard for, 551, 559
 - trying, 322
 - ViOS, 551
- Vision Gap, 139–140
- Vivox, Second Life and, 556
- Vloggercon, 241
- Vlogging, 157
 - appeal of, 243
 - cost of, 248
 - information related to, 244
- Vlogging For Dummies* (Bryant), 247
- Vlogs, 212, 231, 237–262
 - beginnings of, 239–243
 - effectiveness of, 238
 - tips, techniques, and tactics related to, 244–222
- Vodafone GSM network, text messaging on, 396
- Vodcasts, 227
- Vogt, Kyle, 291–292, 545
- Voice, finding, 76–77
- Voicemails, with Google Talk, 421
- Voice-mail-to-text, with CallWave, 645
- Voice messaging, 404–405
 - John Pollard on, 435–436, 436–437
 - Jott service as, 424
 - via Yahoo! Messenger, 426–428
- Voice-over, 245
- Voice over Internet Protocol (VoIP), 214, 296, 319
 - Adobe Connect and, 433, 434
 - Go To Meeting and, 659
 - Skype and, 667–668
- Voice service, via TalkShoe, 547–548
- Voice SMS, 404
- Voice transcription, via Jott, 646, 663
- Volk, Andy, 543
- Wadja.com, 409
- Wales, Jimmy, xvi, 185, 487, 489
- Wall Street Journal*, 686
- Wall Street Journal Digital Network, 274
- Warez, 148
- Warnock, John, 657
- Watermarking, SmugMug and, 503
- Waveform Audio, 208
- Waxxi.us, 298
- W-CDMA standard, 394
- Weaknesses, in SWOT analysis, 703–705, 748
- Wearable Wireless Webcam, 163, 290
- Web 2.0, ix. *See also* World Wide Web (WWW)
 - defined, 6–7
 - search tools for, 623–637
- Web address, first, 120–121
- Web Alerts, 581
- Web applications, Rishi Chandra on, 438–439
- Web-based retreats, in tapping into employee wisdom, 744
- Web-based software, 348–349
- Webcam, trying, 302
- Webcasting, 295–296
- Web conferencing, 295, 302
 - with Adobe Connect, 432–434
 - with GoToMeeting, 430–431
 - with WebEx, 431–432
- Webconfs.com, 363
- WebEx, 431–432, 655, 668–669
- WebEx Application Suite, 668
- Webinars, 296, 302, 418. *See also* Web seminars
- GoToMeeting and, 431

- WeBLOG, 162
- Web navigation, 136
- Web page array, well-designed, 125
- Web page design, techniques and tactics related to, 131–136
- Web page developers, 136
- Web page programming, 131
- Web page resolution, 132–133
- Web pages, 117–143. *See also* Landing pages
broadening the appeal of, 125
content of, 362–363
design elements of, 125–126
designing, 124
Rishi Chandra on, 438–439
sales cycle and, 121–122
titling, 134
well-designed, 141–142
- WebPod Studio, 216
- Web presence, 371
decisions concerning, 139
widespread, 234
- Web radio, 288
- Web seminars, with Adobe Connect, 433–434. *See also* Webinars
- Web servers, 121
- WebShots, 200
- Web-site content, free
distribution of, 343
- Web site header, 104
- Web site platforms, 135–136
- Web sites, 117
advertising, 373
debut of, 118
interpersonal, 417
photo-sharing, 194
podcast-related, 216–217
social media, xiiiBxiv
subscribing to, 352
- Web Site Showcase, Joomla! and, 479
- Web site traffic, 113
assessing, 129
- Web-streaming technologies, 293
- Web surfing, 120
- Web traffic information
company, 136
- Welch, Alex, 497
- “We Live in Public”, 290–291
- Westwinds Church, 273
- WetPaint, 187
- “What’s In It for Me?” (WII-FM)
message, x, 103
first-level, 104
focus on, 389
importance of, 365
providing, 113
second-level, 105
strong, 128, 371
- “What You See Is What You Get” (WYSIWYG) editing
features, 183
- Wherry, Elaine, 666
- Whole Foods Market, 272
- Widget Builder, KickApps and, 459
- Widgets
EverQuest and, 566
Hulu and, 524
JavaScript, 176
Reddit and, 610
Slide and, 501
with TypePad, 484
Wikia and, 486
- WiFi, Brightkite and, 643–644
- Wikia, 473, 485–487
- WikiHow, 188–190, 780
- Wikimania conference, 185
- Wikimedia Foundation, xvi, 185
- Wiki method, 188
- Wikinomics* (Tapscott), 82
- Wiki page, 183
- Wikipedia, xvi, 8, 184, 185–186, 189, 474, 487–489
Live365 and, 543
Wikia and, 486
- Wikipedia Foundation, 487–488
- Wiki platform providers, 187
- Wikis, xi, 23, 48
Atom and, 617
beginning of, 181–182
benefits of, 191
collaboration and, 677
corporate, 181
customer education via, 10–11
defined, 182–183
editing and creating, 183
growth of, 186
information related to, 182–187
open versus closed, 184
popularity of, 184–185
quality of, 190
Rishi Chandra on, 438
security of, 183–185
TiddlyWiki and, 590
visiting, 190–191
- wisdom of, 181–192
Zoho and, 594
- Wiki sites, 181
- WikiSpaces.com, 187
- Wikitext, 183
- Wikitravel, 184
- Wiki Way: Quick Collaboration on the Web, The* (Cunningham and Leuf), 182
- WikiWikiWeb, 182, 184
- Wiley, Peter Booth, 14–16, 786
- Wilfahrt, Greg, 652
- Williams, Evan, 162, 165, 475, 537, 306
- Wilson, Fred, 78, 79
- Wilson, Michael, 558–559
- Winamp, 228
SHOUTcast and, 546
- Windows
AIM compatibility with, 420
4×4 Evolution and, 562
Go To Meeting and, 659
iChat and, 421–422
- Windows 3.0, 241
- Windows Live, 770
- Windows Live Instant Messenger, 782
- Windows Live™ Messenger, 281. *See also* Microsoft Live Messenger
demographics of, 283
Rishi Chandra on, 437
Yahoo! Messenger and, 426
- Windows Live Writer, 177
- Wine Library TV, 63, 785
- Winer, Dave, 272, 343–345, 622
- Winfield, Chris, 536
- Wink-Flash, 200
- Wireless Application Protocol (WAP), SMS.ac and, 651
- Wireless markup language (WML), 648
- Wireless personal area networks (WPANs), 401
- Wireless telephones, beginnings of, 393–398
- Wisdom of Crowds, The* (Surowiecki), 730
- Wise, Sam, 306
- Wolf, Josh, 244
- Wonkette, 169
- Word Density Analyzer Macro, 366
- Word-of-mouth business, 5
“Word-of-mouth” model, 90

Index

821

- WordPress, 135, 136, 165, 170–171, 173, 246, 398, 474, 489–491, 749, 782
 mobile marketing and, 413
 with Pownce, 691
 WordPress Forum, 147
 WordPress PodPress Widget, 215
 WordPress theme, custom, 174
 Word processing, Zoho and, 594
 WordType, Google Reader and, 605
 World66, 184
 Worldchanging, 169
 World of Kaneva. *See* Kaneva
 World of Warcraft (WoW), 309, 325, 326, 330, 332, 334–335, 561, 567–569
 appeal of, 339
 WorldsAway, 310
 World War II, wireless
 telephones during, 393
 World Wide Web (WWW), 6–7, 117, 120
 Acrobat Connect and, 656–657
 AOL Instant Messenger and, 658–659
 AOL Mobile and, 641–642
 Atom and, 616, 617
 blogging on, 162–163
 Brightkite and, 643–644
 CallWave and, 644–646
 David Meerman Scott on, 712, 713
 David Treadwell on, 771–772
 Digg and, 600, 601
 FeedBurner and, 618
 FriendFeed and, 602
 Google Reader and, 604, 605
 Google Search and, 625–627
 Go To Meeting and, 659–661
 Ice Rocket and, 627, 628–629
 iGoogle and, 606, 607
 Jott and, 646–648, 663–664
 Jumbuck and, 648–650
 marketing via, 400
 MetaTube and, 629–630
 mobile marketing and, 413
 mobile telephone advertising and, 399–400
 most popular activities on, 392
 My Yahoo! and, 608–609
 PingShot and, 619, 620
 popularity of, 392
 Pownce and, 690–693
 Reddit and, 610
 Redlasso and, 631–632
 Rich Site Summary and, 615
 searching, 392
 search tools for, 623–637
 SMS.ac and, 650–652
 Technorati and, 633–634
 Yahoo! Search and, 635–636
 Yelp and, 612, 613
 World Wide Web Consortium (W3C)
 Atom and, 616
 RSS 2.0 and, 621
 Wozniak, Steve, 311, 662
 WREK, 288
 Writely, Google Docs and, 582–583
 Writers
 Blogger and, 474–475
 Knol and, 480–481
 Writing
 colloquial, 177
 paying attention to, 175
 time spent on, 177
 WXYC, 288
 Wyver Solutions Ltd., 605
 Xbox 360, 309, 335
 Xbox LIVE7, 310
 XML 1.0 specification, RSS 2.0 and, 621
 Xu Jinglei blog, 169
 Yahoo!, 202–203, 217, 361, 379, 571, 592–593. *See also* My Yahoo!
 blogs and, 168
 BlogTalkRadio and, 540–541
 Ice Rocket and, 629
 Yahoo! Mail, with Yahoo! Messenger, 427
 Yahoo! Messenger, 426–428
 Yahoo! Search, 623, 635–636
 marketing, 384–388
 Yahoo! Search Marketing, 784
 Yahoo! Videoblogging Group, 241
 Yammer, 276
 Yang, Jerry, 592, 593, 609, 636
 Y Combinator, 545, 611
 Yee, Nick, 330–331
 Yelp, 89–93, 599, 611–613, 780–781
 growth of, 90–91
 mobile marketing and, 413
 Yelp.com, 399, 409
 Yelp communities, 91–92
 Yelpers, active, 90–91
 Yelp profile pages, 92–93
 Yen, Vincent, 640
 yourdomain.com, 361, 364
 YourZ.com, 50
 YouTube, 23, 24, 186, 241, 242–243, 257–260, 519, 529–530, 674, 758, 784
 advantages of posting a video to, 255
 Bebo and, 451
 Chris Pirillo on, 739
 communication via, 676
 education and, 679
 entertainment and, 680–681
 hardware and software for, 749
 Kaneva and, 554
 MetaTube and, 630
 MOLI and, 463
 popular videos on, 248
 Pownce and, 692
 Redlasso versus, 632
 Rishi Chandra on, 437
 Slide and, 501
 uploading videos to, 252–255, 258
 web site information on, 383–384
 YouTube BMW, 238
 YouTube.com/partners, 258
 YouTube Guitar, 253
 YouTube videos, 8
 Yuku.com, 155
 Zane, 310
 Zannel.com, 409
 Zed, Metacafe and, 526
 Zemble.com, 409
 Zenfolio, 200
 Zennström, Niklas, 668
 Zero generation (0G) wireless phones, 393
 Zimbio, 85–89, 781
 history of, 88–89
 Zinadoo.com, 410
 Zingku.com, 410
 Zipline, Zoomr and, 505
 Zoho, 571, 594–595
 Zoomerang, 571, 596–597
 Zoomr, 200, 493, 505–506
 Zork, 337
 Zoto, 200
 Zuckerberg, Mark, 453
 Zúniga, Markos Moulitsas, 169
 Zyb.com, 410

