

## References

---

---

### Chapter 1

---

- [1] The Facebooker who friended Obama <http://www.nytimes.com/2008/07/07/technology/07hughes.html>
- [2] <http://doubleclix.wordpress.com/2009/02/22/mark-andreessen-on-charlie-ross-innovation-silicon-valley-viral-platforms/>
- [3] Web Networking Photos Come Back to Bite Defendants <http://abcnews.go.com/Technology/wireStory?id=5407999>
- [4] <http://www.nytimes.com/2008/08/24/fashion/24blog.html?emc=eta1>
- [5] <http://www.oreillynet.com/pub/a/oreilly/tim/news/2005/09/30/what-is-web-20.html>
- [6] <http://battellemedia.com/archives/003243.php>
- [7] [http://en.wikipedia.org/wiki/Web\\_2.0](http://en.wikipedia.org/wiki/Web_2.0)
- [8] [http://www.readwriteweb.com/about\\_readwriteweb.php](http://www.readwriteweb.com/about_readwriteweb.php)
- [9] [http://www.readwriteweb.com/archives/on\\_web\\_30.php](http://www.readwriteweb.com/archives/on_web_30.php)
- [10] O'Reilly Radar—Web 2.0, Principles and Best Practices - <http://www.oreilly.com/radar/web2report.csp>
- [11] [https://www.gartner.com/it/content/502400/502437/wi\\_brochure.pdf](https://www.gartner.com/it/content/502400/502437/wi_brochure.pdf)
- [12] <http://www.msnbc.msn.com/id/24729135/>
- [13] <http://news.slashdot.org/news/08/06/14/0248211.shtml>
- [14] <http://news.slashdot.org/news/08/06/14/0248211.shtml>
- [15] <http://www.hansardsociety.org.uk/>
- [16] <http://tech.slashdot.org/tech/08/09/10/203233.shtml>
- [17] <http://profy.com/2008/01/25/enterprise-20-top-5-corporate-challenges-for-2008-and-beyond/>
- [18] <http://www.channelinsider.com/c/a/Commentary/Is-WEB-20-the-Future-for-the-Enterprise/?kc=EWKNLEDP042508C>

- [19] [http://ideas.salesforce.com/popular/ideas\\_under\\_consideration](http://ideas.salesforce.com/popular/ideas_under_consideration)
- [20] <http://www.eweek.com/c/a/Enterprise-Applications/Inside-Salesforce-Ideas/>
- [21] <http://www.webware.com/html/ww/100/2008/winners.html>
- [22] [http://blog.softwareabstractions.com/the\\_software\\_abstractions/2008/06/responding-to-d.html](http://blog.softwareabstractions.com/the_software_abstractions/2008/06/responding-to-d.html)
- [23] <http://publishing2.com/2008/06/04/what-newspapers-still-dont-understand-about-the-web/>
- [24] <http://www.slate.com/id/2207912>
- [25] <http://thecaucus.blogs.nytimes.com/2008/09/26/live-blog-friday-night-fights/>
- [26] SMN: NPR adds social networking [http://www.mercurynews.com/ci\\_10592733](http://www.mercurynews.com/ci_10592733)
- [27] <http://www.npr.org/api/index>
- [28] <http://crave.cnet.co.uk/software/0,39029471,49299033-1,00.htm>
- [29] <http://seoblog.databanq.com/what-is-web-30/>
- [30] <http://www.slideshare.net/mstrickland/the-evolution-of-web-30?src=embed>
- [31] [http://www.slideshare.net/ricmac/web-technology-trends-for-2008-and-beyond?src=related\\_normal&rel=370508](http://www.slideshare.net/ricmac/web-technology-trends-for-2008-and-beyond?src=related_normal&rel=370508)
- [32] [http://www.forbes.com/2008/08/20/google-yahoo-microsoft-ent-tech-cx\\_ml\\_0820wheregoweb.html](http://www.forbes.com/2008/08/20/google-yahoo-microsoft-ent-tech-cx_ml_0820wheregoweb.html)
- [33] [http://www.readriteweb.com/archives/why\\_gen\\_y\\_is\\_going\\_to\\_change\\_the\\_web.php](http://www.readriteweb.com/archives/why_gen_y_is_going_to_change_the_web.php)
- [34] [http://www.readriteweb.com/archives/too\\_many\\_choices\\_too\\_much\\_content.php](http://www.readriteweb.com/archives/too_many_choices_too_much_content.php)
- [35] Attack of the twitter clones <http://www.twittown.com/blogs/misc-thoughts/attack-twitter-clones>
- [36] [http://news.cnet.com/8301-17939\\_109-10006185-2.html](http://news.cnet.com/8301-17939_109-10006185-2.html)
- [37] <http://tech.slashdot.org/tech/08/09/05/2246259.shtml>
- [38] <http://e-vangelie.blogspot.com/2008/08/gartners-emerging-technologies-hype.html>
- [39] Where the web is weak [http://www.forbes.com/technology/2008/05/14/web-hacking-google-tech-security08-cx\\_ag\\_0514webhack.html](http://www.forbes.com/technology/2008/05/14/web-hacking-google-tech-security08-cx_ag_0514webhack.html)
- [40] <http://youtube.com/watch?v=T0QJmmdw3b0>
- [41] <http://www.yourdonreport.com/index.php/web-20-resources/>
- [42] <http://msdn.microsoft.com/en-us/library/bb735306.aspx>

- [43] [http://svefoundation.org/programs/center\\_innovation.asp](http://svefoundation.org/programs/center_innovation.asp)
- [44] <http://lessonopoly.org/svef/>
- [45] <http://googleblog.blogspot.com/2008/07/we-knew-web-was-big.html>
- [46] <http://www.openajax.org/index.php>
- [47] Track rumored Starbucks closing <http://seattletimes.nwsourc.com/flatpages/businesses/locationsofstarbucksstoresclosingacrossthenation.html>
- [48] [http://en.wikipedia.org/wiki/The\\_Long\\_Tail](http://en.wikipedia.org/wiki/The_Long_Tail)
- [49] [http://www.longtail.com/the\\_long\\_tail/](http://www.longtail.com/the_long_tail/)
- [50] The Long Tail:Wired <http://www.wired.com/wired/archive/12.10/tail.html>
- [51] <http://news.google.com/?ncl=1249938201&hl=en&topic=t>
- [52] <http://www.fastcompany.com/magazine/131/revolution-in-san-jose.html?page=0%2C0>
- [53] <http://news.google.com/?ncl=1249938201&hl=en&topic=t>
- [54] <http://www.webex.com/enterprise/cisco-webex-connect.html>
- [55] <http://itunes.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=305923566&mt=8>
- [56] <http://www.nytimes.com/2007/10/26/opinion/26brooks.html>
- [57] [http://www.pcworld.com/businesscenter/article/151323/how\\_businesses\\_can\\_benefit\\_from\\_social\\_networking.html](http://www.pcworld.com/businesscenter/article/151323/how_businesses_can_benefit_from_social_networking.html)
- <http://asert.arbornetworks.com/2008/06/the-tiger-effect/>
- Blog: Cloud Computing & Grids <http://doubleclix.wordpress.com/2008/08/03/cloud-computing-and-grids/>
- Blog: Cloud Computing, Grids and Paczkis - Part Deux <http://doubleclix.wordpress.com/2008/09/23/cloud-computing-grids-and-paczki-part-deux/>
- <http://www.salesforce.com/products/ideas/>
- <http://mystarbucksidea.force.com/apex/ideaHome>
- What is Web 2.0? Ideas, technologies and implications  
[http://www.scribd.com/doc/8516/what-is-web-2-020jisc?ga\\_related\\_doc=1](http://www.scribd.com/doc/8516/what-is-web-2-020jisc?ga_related_doc=1)

---

## Chapter 2

---

- [1] *Benchmark 2008: Everyone Goes Online, But Gen Yers Are The Early Adopters*, C. Golvin, R. Fiorentino, M. de Lussanet, D. Wilkos, <http://www.forrester.com/Research/Document/Excerpt/0,7211,44132,00.html>
- [2] *Benchmark 2008: Forecast Growth Of Devices And Access In The US*, C. Golvin, M. de Lussanet, R. Fiorentino, D. Wilkos, <http://www.forrester.com/Research/Document/Excerpt/0,7211,44133,00.html>
- [3] *Benchmark 2008: Mobile Is Everywhere*, C. Golvin, M. de Lussanet, R. Fiorentino, D. Wilkos, <http://www.forrester.com/Research/Document/Excerpt/0,7211,44130,00.html>
- [4] *Global Enterprise Web 2.0 Market Forecast: 2007 To 2013*, G. Young, et al, <http://www.forrester.com/Research/Document/Excerpt/0,7211,43850,00.html>
- [5] *Personal web page*, [http://en.wikipedia.org/wiki/Personal\\_web\\_page](http://en.wikipedia.org/wiki/Personal_web_page)
- [6] *AOL*, <http://en.wikipedia.org/wiki/Aol>
- [7] *GeoCities*, <http://en.wikipedia.org/wiki/GeoCities>
- [8] *2008 International Internet Trends Study*, [www.optenet.com/ mailing/pdfs/TrendReport.pdf](http://www.optenet.com/ mailing/pdfs/TrendReport.pdf)
- [9] *User Generated Content*, [http://en.wikipedia.org/wiki/User-generated\\_content](http://en.wikipedia.org/wiki/User-generated_content)
- [10] *User Generated Content: Is it Good for You?*, D. Waisberg, [http://emetrics.org/2007/washingtondc/track\\_web20\\_measurement.php#usergenerated](http://emetrics.org/2007/washingtondc/track_web20_measurement.php#usergenerated)
- [11] *Web Design Site*, J. Kaminski, <http://www.bellaonline.com/articles/art1678.asp>
- [12] *Trust in Advertising a Global Nielsen Report October 2007*, [www.nielsen.com/solutions/TrustinAdvertisingOct07.pdf](http://www.nielsen.com/solutions/TrustinAdvertisingOct07.pdf)
- [13] *Google Answers: Amazon's recommendations systems*, <http://answers.google.com/answers/threadview/id/29373.html>
- [14] *Social media*, [http://en.wikipedia.org/wiki/Social\\_media](http://en.wikipedia.org/wiki/Social_media)
- [15] *Blogs*, <http://en.wikipedia.org/wiki/Blog>
- [16] *Don Dodge on the Next Big Thing*, [http://dondodge.typepad.com/the\\_next\\_big\\_thing/2006/02/blog\\_vs\\_web\\_sit.html](http://dondodge.typepad.com/the_next_big_thing/2006/02/blog_vs_web_sit.html)
- [17] *Trackback*, <http://en.wikipedia.org/wiki/Trackbacks>
- [18] *Video blogging*, [http://en.wikipedia.org/wiki/Video\\_blog](http://en.wikipedia.org/wiki/Video_blog)
- [19] *Reuters extends relationship with Nokia through mobile ad network*, O. Luft, <http://www.journalism.co.uk/2/articles/530925.php>
- [20] *Weblog software*, [http://en.wikipedia.org/wiki/Blog\\_publishing\\_system](http://en.wikipedia.org/wiki/Blog_publishing_system)
- [21] *Blogger (service)*, [http://en.wikipedia.org/wiki/Blogger\\_\(service\)](http://en.wikipedia.org/wiki/Blogger_(service))

- [22] *Blogger*, <http://www.blogger.com>
- [23] *ExpressionEngine*, [http://en.wikipedia.org/wiki/Expression\\_Engine](http://en.wikipedia.org/wiki/Expression_Engine)
- [24] *ExpressionEngine*, <http://expressionengine.com>
- [25] *Movable Type*, [http://en.wikipedia.org/wiki/Movable\\_Type](http://en.wikipedia.org/wiki/Movable_Type)
- [26] *Movable Type*, <http://movabletype.com>
- [27] *TypePad*, <http://en.wikipedia.org/wiki/Typepad>
- [28] *TypePad*, <http://www.typepad.com>
- [29] *Wordpress*, <http://en.wikipedia.org/wiki/Wordpress>
- [30] *Wordpress*, <http://wordpress.com>
- [31] *Bloggng For Dummies*®, S. Gardner, S. Birley, <http://cisco.safaribooksonline.com/9780470230176/c04>
- [32] *Blogs turn 10—who’s the father?* D. McCullagh and A. Broache, [http://news.cnet.com/2100-1025\\_3-6168681.html](http://news.cnet.com/2100-1025_3-6168681.html)
- [33] *Blogger Marc Orchant suffers massive heart attack...*, <http://www.disruptiveconversations.com/2007/12/blogger-marc-or.html>
- [34] *Some Brand-Name Bloggers Say Stress of Posting Is a Hazard to Their Health*, D. Frost, [http://www.nytimes.com/2008/01/07/technology/07blogger.html?\\_r=1&oref=slogin](http://www.nytimes.com/2008/01/07/technology/07blogger.html?_r=1&oref=slogin)
- [35] *The ‘Fake’ Steve Jobs Is Giving Up Parody Blog*, <http://www.nytimes.com/2008/07/10/technology/10blog.html?ref=business>
- [36] *Sweden’s most popular professional blogger quits*, <http://www.kullin.net/2007/10/swedens-most-popular-professional.html>
- [37] *FAQs*, <http://www.blogpulse.com/about.html>
- [38] *Blogpulse*, <http://www.blogpulse.com>
- [39] *Google Trends*, [http://en.wikipedia.org/wiki/Google\\_trends](http://en.wikipedia.org/wiki/Google_trends)
- [40] *Google Trends*, <http://www.google.com/trends>
- [41] *Technorati Support*, <http://support.technorati.com/support/siteguide/channels>
- [42] *Technorati*, <http://www.technorati.com>
- [43] *Technorati State of the Blogosphere 2008 Report*, <http://technorati.com/bloggng/state-of-the-blogosphere/>
- [44] *2008 Blogging Report*, G. Ness, <http://www.sundog.net/index.php/sunblog/entry/2008-blogging-report>
- [45] *What’s Hot, What’s Not?* Google Trends vs. Technorati Charts vs. BlogPulse, A. Agarwal, <http://labnol.blogspot.com/2006/05/whats-hot-whats-not-google-trends-vs.html>

- [46] *Measuring the Brand Blog*, Z. Rogers, <http://www.clickz.com/3460841>
- [47] *Robert Scoble*, [http://en.wikipedia.org/wiki/Robert\\_Scoble](http://en.wikipedia.org/wiki/Robert_Scoble)
- [48] *Does your blog affect your brand?*, S. Falkow <http://falkow.blogspot.com/public/blog/81993>
- [49] *Wiki*, <http://en.wikipedia.org/wiki/Wiki>
- [50] *What is Wiki?* <http://wiki.org/wiki.cgi?WhatIsWiki>
- [51] *Comparison of wiki farms*, [http://en.wikipedia.org/wiki/Wiki\\_farm](http://en.wikipedia.org/wiki/Wiki_farm)
- [52] *Clearspace*, <http://en.wikipedia.org/wiki/Clearspace>
- [53] *Jive*, <http://www.jivesoftware.com/>
- [54] *WikiMatrix*, <http://www.wikimatrix.org/show/Clearspace>
- [55] *Confluence*, <http://en.wikipedia.org/wiki/Confluence>
- [56] *Confluence*, <http://www.atlassian.com/software/confluence/>
- [57] *DocuWiki*, <http://en.wikipedia.org/wiki/DocuWiki>
- [58] *Google Sites*, [http://en.wikipedia.org/wiki/Google\\_Sites](http://en.wikipedia.org/wiki/Google_Sites)
- [59] *Google Sites*, <http://sites.google.com>
- [60] *MediaWiki*, <http://en.wikipedia.org/wiki/Mediawiki>
- [61] *PBwiki*, <http://en.wikipedia.org/wiki/Pbwiki>
- [62] *PBwiki*, <http://pbwiki.com/>
- [63] *Socialtext*, <http://en.wikipedia.org/wiki/Socialtext>
- [64] *Socialtext*, <http://www.socialtext.com/>
- [65] *TikiWiki*, <http://en.wikipedia.org/wiki/Tikiwiki>
- [66] *Wetpaint*, <http://en.wikipedia.org/wiki/Wetpaint>
- [67] *Wikia*, <http://en.wikipedia.org/wiki/Wikia>
- [68] *Wikis for Dummies*, D. Woods, P. Thoeny, W. Cunningham, <http://cisco.safaribooks-online.com/9780470043998/ch05>
- [69] *Wikipedia: About*, <http://en.wikipedia.org/wiki/Wikipedia:About>
- [70] *Wikipedi*, <http://www.wikipedia.org/>
- [71] *Socialtext: Products & Services: Wiki Workspaces*, <http://www.socialtext.com/products/wiki.php>
- [72] *Socialtext Dashboard*, <http://socialtext.blip.tv/#1312651>
- [73] *Socialtext: About Us*, <http://www.socialtext.com/about/>

- [74] *Socialtext Delivers Business Value With Enhanced Wiki*, B. Mosher, <http://www.cmswire.com/cms/enterprise-20/socialtext-delivers-business-value-with-enhanced-wiki-002553.php>
- [75] *Socialtext Dashboard*, <http://socialtext.blip.tv/#254303>
- [76] *Wiki...wiki...wiki*, C. Tobias, CA Learning Series, July 2008
- [77] *The Scout Report—September 17, 1999*, <http://www.mail-archive.com/scout-report@hypatia.cs.wisc.edu/msg00038.html>
- [78] *itList*, <http://www.itlist.com/>
- [79] *Reuters Livewire: Putting Your Bookmarks on the Web*, [http://www.backflip.com/company/press\\_livewire120899\\_out.ihtml](http://www.backflip.com/company/press_livewire120899_out.ihtml)
- [80] *Inside Social Bookmarking*, <http://insidesocialbookmarking.com/>
- [81] *Delicious*, [www.delicious.com](http://www.delicious.com)
- [82] *Social Bookmarking Tools* (I), D. Hammond et. al., <http://www.dlib.org/dlib/april05/hammond/04hammond.html>
- [83] *Stumbleupon*, <http://en.wikipedia.org/wiki/Stumbleupon>
- [84] *Ma.gnolia*, <http://en.wikipedia.org/wiki/Ma.gnolia>
- [85] *Blue Dot*, [http://en.wikipedia.org/wiki/Blue\\_dot](http://en.wikipedia.org/wiki/Blue_dot)
- [86] *Diigo*, <http://en.wikipedia.org/wiki/Diigo>
- [87] *Connectbeam*, <http://www.connectbeam.com/>
- [88] *IBM Research Center Project: Dogear*, <http://domino.watson.ibm.com/cambridge/research.nsf/0/1c181ee5fbcf59fb852570fc0052ad75>
- [89] *Furl*, <http://www.furl.com/>
- [90] *Stumbleupon*, <http://www.stumbleupon.com/>
- [91] *Faves*, <http://faves.com/home>
- [92] *Social bookmarking: Pushing collaboration to the edge*, S. McGillicuddy, [http://searchcio.techtarget.com/news/article/0,289142,sid182\\_gci1195182,00.html](http://searchcio.techtarget.com/news/article/0,289142,sid182_gci1195182,00.html)
- [93] *Flickr*, <http://en.wikipedia.org/wiki/Flickr>
- [94] Flickr of idea on a gaming project led to photo website, J. Graham, [http://www.usatoday.com/tech/products/2006-02-27-flickr\\_x.htm](http://www.usatoday.com/tech/products/2006-02-27-flickr_x.htm)
- [95] *Flickr*, <http://www.flickr.com>
- [96] *Flickr... 3 billion photos*, <http://www.doeswhat.com/2008/11/06/flickr-3-billion-photos/>
- [97] *Facebook*, <http://www.facebook.com/facebook>

- [98] *Facebook*, <http://en.wikipedia.org/wiki/Facebook>
- [99] *Facebook Press Room*, <http://www.facebook.com/press/info.php?statistics>
- [100] *YouTube*, <http://en.wikipedia.org/wiki/Youtube>
- [101] *YouTube looks for the money clip*, Y. Yen, <http://techland.blogs.fortune.cnn.com/2008/03/25/youtube-looks-for-the-money-clip/>
- [102] *YouTube Fact Sheet*, [http://www.youtube.com/t/fact\\_sheet](http://www.youtube.com/t/fact_sheet)
- [103] *YouTube*, <http://www.youtube.com/>
- [104] *Folksonomies—Cooperative Classification and Communication Through Shared Metadata*, A. Mathes, <http://www.adammathes.com/academic/computer-mediated-communication/folksonomies.html>
- [105] *Communities*, <http://en.wikipedia.org/wiki/Communities>
- [106] *Virtual Communities*, [http://en.wikipedia.org/wiki/Online\\_communities](http://en.wikipedia.org/wiki/Online_communities)
- [107] *The Human Network Effect*, <http://www.cisco.com/web/about/humannetwork/index.html>
- [108] *Collaboration*, <http://en.wikipedia.org/wiki/Collaboration>
- [109] *The Wisdom of Crowds: Why the Many Are Smarter Than the Few and How Collective Wisdom Shapes Business, Economies, Societies and Nations*, J. Surowiecki
- [110] *The Next Frontier in Collaboration: Transforming how Cisco and Channel Partners work together—Cisco U.S. and Canada Channels—A case study.*
- [111] *Unified Communications TelePresence*, <http://wwwin.cisco.com/europe/tmo/uc/telepresence/>
- [112] [http://wwwin-tools.cisco.com/sales/servlet/getDocument?message\\_id=493461&linkurl=/salesrack/products/ps7060&portalID=37609](http://wwwin-tools.cisco.com/sales/servlet/getDocument?message_id=493461&linkurl=/salesrack/products/ps7060&portalID=37609)
- [113] *WebEx Solution Overview*, [http://wwwin.cisco.com/csg/docs/WebEx\\_Solution\\_Overview.ppt](http://wwwin.cisco.com/csg/docs/WebEx_Solution_Overview.ppt)
- [114] *WebEx Meeting Applications*, <http://wwwin.cisco.com/csg/webex/>
- [115] *Technology Marketing Organisation Unified Communications*, <http://wwwin.cisco.com/europe/tmo/uc/>
- [116] *NEW Storyboard 11\_5\_08 for T-Mobile v2.ppt*
- [117] *The Business Value of Unified Communications*, J. Metzler, [http://www.nexusis.com/resources/Business\\_Value\\_of\\_UC.pdf](http://www.nexusis.com/resources/Business_Value_of_UC.pdf)
- [118] *The Next Frontier in Collaboration: Transforming How Cisco and Channel Partners Work*, [http://sjc-fs2-web/wg-u/us-c\\_web/Published/us-canada/uscpo/docs/Channels\\_Collaboration\\_Case\\_Study.pdf](http://sjc-fs2-web/wg-u/us-c_web/Published/us-canada/uscpo/docs/Channels_Collaboration_Case_Study.pdf)

---

## Chapter 3

---

- [1] [http://www.adobe.com/resources/business/rich\\_internet\\_apps/#open](http://www.adobe.com/resources/business/rich_internet_apps/#open)
- [2] [http://www.infoworld.com/article/09/01/13/02TC-toy-2009\\_1.html?source=NLC-DAILY&cgd=2009-01-13](http://www.infoworld.com/article/09/01/13/02TC-toy-2009_1.html?source=NLC-DAILY&cgd=2009-01-13)
- [3] <http://www.capzles.com/#/ff8fc5bc-de7c-40ee-bdbf-71ca61e120b3>
- [4] <http://www.slideshare.net/pstahl/checking-the-feel-of-your-ui-with-an-interaction-audit/>
- [5] <https://data.nasdaq.com/MR.aspx>
- [6] <http://www.techradar.com/news/digital-home/home-networking/samsung-and-yahoo-unleash-internet-widgets-498107>
- [7] [http://weblog.infoworld.com/fatalexception/archives/2008/12/are\\_operating\\_s.html?source=NLC-DAILY&cgd=2008-12-26](http://weblog.infoworld.com/fatalexception/archives/2008/12/are_operating_s.html?source=NLC-DAILY&cgd=2008-12-26)
- [8] [http://en.wikipedia.org/wiki/Mashup\\_\(web\\_application\\_hybrid\)](http://en.wikipedia.org/wiki/Mashup_(web_application_hybrid))
- [9] <http://gmapsmania.googlepages.com/100thingstodowithgooglemapsmashups>
- [10] <http://beermapping.com/maps/maps.php?m=pacific>
- [11] <http://www.earthalbum.com/>
- [12] <http://www.programmableweb.com/mashups>
- [13] [http://www.readwriteweb.com/archives/mashup\\_business.php](http://www.readwriteweb.com/archives/mashup_business.php)
- [14] [http://www.webmonkey.com/blog/How\\_HTML\\_5\\_Is\\_Already\\_Changing\\_the\\_Web](http://www.webmonkey.com/blog/How_HTML_5_Is_Already_Changing_the_Web)
- [15] [http://www.infoworld.com/article/08/06/23/eich-javascript-interview\\_1.html](http://www.infoworld.com/article/08/06/23/eich-javascript-interview_1.html)
- [16] <http://www.adobe.com/products/air/>
- [17] <http://silverlight.net/>
- [18] <http://en.wikipedia.org/wiki/XMLHttpRequest>
- [19] <http://www.openajax.org/index.php>
- [20] <http://tools.ietf.org/html/rfc4627>
- [21] <http://dojotoolkit.org/>
- [22] <http://widgets.yahoo.com/>
- [23] <http://desktop.google.com/plugins/>
- [24] <https://www.adaptivepath.com/ideas/essays/archives/000385.php>
- [25] <http://en.wikipedia.org/wiki/Ajax>
- [26] [http://www.google.com/googlebooks/chrome/small\\_00.html](http://www.google.com/googlebooks/chrome/small_00.html)

[27] <http://webkit.org/blog/214/introducing-squirrelfish-extreme/>

[28] <http://apple.slashdot.org/apple/08/09/19/2315247.shtml>

[29] <http://www.satine.org/archives/2008/09/19/squirrelfish-extreme-fastest-javascript-engine-yet/>

[30] <http://technorati.com/posts/p1hnKCNLV7bAGXnqvTsMPBBwjsnuhXFG6o8FCaU%2Bb28%3D>

[31] <http://summerofjsc.blogspot.com/2008/09/squirrelfish-extreme-has-landed.html>

[32] [http://www.openajax.org/runtime/wiki/Summary\\_Report](http://www.openajax.org/runtime/wiki/Summary_Report)

[33] <http://www.rubyonrails.org/>

[34] <http://wiki.rubyonrails.org/rails/pages/RealWorldUsagePage1>

[35] [http://www.infoworld.com/article/09/01/12/02NF-ruby-on-rails-merb\\_1.html](http://www.infoworld.com/article/09/01/12/02NF-ruby-on-rails-merb_1.html)

Ajax: The Definitive Guide, Anthony T. Holdener III, O'Reilly Media, Inc., 2008

Dojo: The Definitive Guide, Matthew A. Russell, O'Reilly Media, Inc., 2008

---

## Chapter 4

---

[1] <http://www.time.com/time/politics/article/0,8599,1811857,00.html>

[2] <http://venturebeat.com/2009/02/02/stanford-class-to-help-parents-be-better-facebook-friends-with-their-kids/>

[3] Forbes Five Social Networking Sites Of The Wealthy  
[http://www.forbes.com/2008/05/02/social-networks-vip-tech-personal-cx\\_nr\\_0502style\\_slide\\_5.html?thisSpeed=15000](http://www.forbes.com/2008/05/02/social-networks-vip-tech-personal-cx_nr_0502style_slide_5.html?thisSpeed=15000)

[4] <http://regulargeek.com/2008/06/18/quick-guide-to-social-media/>

[5] <http://regulargeek.com/2008/06/24/required-reading-in-social-media/>

[6] Facebook influencing datacenter architectures <http://www.gridtoday.com/grid/2448510.html>

[7] How Social Networks May Kill Search as We Know It <http://tech.slashdot.org/tech/08/04/16/1833256.shtml>

[8] How Social Networking Saved New Orleans  
<http://www.networkworld.com/news/2008/062708-new-orleans.html?ts>

[9] Top 10 Takeaways From Graphing Social West <http://www.digitalpodcast.com/podcastnews/tag/gspwest08/>

[10] [http://www.informationweek.com/news/personal\\_tech/music/showArticle.jhtml?articleID=207600014&subSection=All+Stories](http://www.informationweek.com/news/personal_tech/music/showArticle.jhtml?articleID=207600014&subSection=All+Stories)

- [11] <http://www.washingtonpost.com/wp-dyn/content/article/2008/05/25/AR2008052501779.html>
- [12] <http://timespeople.nytimes.com/packages/html/timespeople/faq/#1>
- [13] Business Benefits: IBM [http://www-01.ibm.com/software/lotus/news/social\\_software.html#benefits](http://www-01.ibm.com/software/lotus/news/social_software.html#benefits)
- [14] <http://www.information-age.com/magazine/april-2008/features/319126/social-networking-within-the-enterprise.shtml>
- [15] IBM and employee-centered social media <http://www.webguild.org/presentations/ibmsocialmedia.pdf>
- [16] [http://online.wsj.com/article/SB123273549517510905.html?mod=todays\\_us\\_marketplace](http://online.wsj.com/article/SB123273549517510905.html?mod=todays_us_marketplace)
- [17] Gartner Analysts Decry Facebook, Twitter Bans at Work <http://www.eweek.com/c/a/Messaging-and-Collaboration/Gartner-Analysts-Decry-Facebook-Twitter-Bans-at-Work/?kc=EWKNLCSM081208STR1>
- [18] <http://gigaom.com/2008/03/13/aol-buys-bebo-time-warner-still-schizophrenic/>
- [19] Social Design Best Practices <http://code.google.com/apis/opensocial/articles/best-prac.html>
- [20] [http://developers.facebook.com/get\\_started.php?tab=principles](http://developers.facebook.com/get_started.php?tab=principles)
- [21] Firm builds a social network with SharePoint, NewsGator RSS <http://www.network-world.com/news/2008/080108-firm-builds-a-social-network.html>
- [22] <http://www.crunchbase.com/company/facebook>
- [23] <http://en.wikipedia.org/wiki/Facebook>
- [24] <http://www.facebook.com/press/releases.php?p=3102>
- [25] <http://www.facebook.com/press/info.php?statistics>
- [26] <http://developers.facebook.com/news.php?blog=1&story=134>
- [27] [http://wiki.developers.facebook.com/index.php/Facebook\\_Developer\\_Garage](http://wiki.developers.facebook.com/index.php/Facebook_Developer_Garage)
- [28] [http://wiki.developers.facebook.com/index.php/Garage\\_Guide](http://wiki.developers.facebook.com/index.php/Garage_Guide)
- [29] [http://wiki.developers.facebook.com/index.php/Garage\\_Ninjas](http://wiki.developers.facebook.com/index.php/Garage_Ninjas)
- [30] <http://radar.oreilly.com/2007/10/good-news-bad-news-about-faceb.html>
- [31] <http://www.techcrunch.com/2008/07/25/facebooks-iphone-app-has-1-million-users/>
- [32] <http://www.gamespot.com/news/6194976.html>
- [33] <http://games.slashdot.org/games/08/07/24/2128238.shtml>
- [34] <http://techland.blogs.fortune.cnn.com/2008/01/11/will-someone-please-start-a-face-book-group-to-save-scrabulous/>

- [35] <http://bits.blogs.nytimes.com/2008/07/29/facebook-shuts-down-scrabulous/?ref=technology>
- [36] <http://www.crn.com/software/209900944>
- [37] <http://arstechnica.com/news.ars/post/20080826-facebook-yanks-international-access-to-scrabulous.html>
- [38] <http://www.washingtonpost.com/wp-dyn/content/article/2008/08/01/AR2008080103131.html?sub=AR>
- [39] <http://www.facebook.com/apps/application.php?id=2552096927>
- [40] [http://www.mercurynews.com/ci\\_9977659](http://www.mercurynews.com/ci_9977659)
- [41] [http://wiki.developers.facebook.com/index.php/Photo\\_uploads](http://wiki.developers.facebook.com/index.php/Photo_uploads)
- [42] <http://wiki.developers.facebook.com/index.php/API>
- [43] <http://wiki.developers.facebook.com/index.php/Events.get>
- [44] <http://wiki.developers.facebook.com/index.php/Friends.areFriends>
- [45] <http://wiki.developers.facebook.com/index.php/Friends.get>
- [46] [http://www.informationweek.com/news/internet/social\\_network/showArticle.jhtml?articleID=209601047](http://www.informationweek.com/news/internet/social_network/showArticle.jhtml?articleID=209601047)
- [47] <http://wiki.developers.facebook.com/index.php/FBMLspec>
- [48] <http://developers.facebook.com/anatomy.php>
- [49] <http://developers.facebook.com/tools.php?fbml>
- [50] <http://www.facebook.com/developers/message.php>
- [51] [http://www.linkedin.com/static?key=company\\_info](http://www.linkedin.com/static?key=company_info)
- [52] <http://www.techcrunch.com/2008/03/20/linkedin-now-for-companies-2/>
- [53] <http://blog.linkedin.com/blog/2008/08/introducing-the.html>
- [54] <http://www.techcrunch.com/2009/01/22/facebook-now-nearly-twice-the-size-of-myspace-worldwide/>
- [55] <http://bradgreenspan.com/?p=21>
- [56] <http://freemyspace.com/?q=node/13>
- [57] Wikipedia MySpace <http://en.wikipedia.org/wiki/MySpace>
- [58] [http://www.newscorp.com/news/news\\_251.html](http://www.newscorp.com/news/news_251.html)
- [59] <http://www.comscore.com/press/release.asp?press=2396>
- [60] <http://uk.reuters.com/article/technologyNews/idUKN1335759220080614>
- [61] <http://arstechnica.com/news.ars/post/20080613-myspace-eying-facebook-in-rearview-mirror-with-big-redesign.html>

- [62] <http://developer.myspace.com/community/>
- [63] <http://developer.myspace.com/community/myspace/opensocial.aspx>
- [64] <http://developer.myspace.com/community/myspace/anatomyOfAnApp.aspx>
- [65] MySpace REST API <http://developer.myspace.com/community/RestfulAPIs/resources.aspx>
- [66] MySpace Data Availability <http://developer.myspace.com/community/myspace/dataavailability.aspx>
- [67] MySpace Application Guidelines <http://developer.myspace.com/community/myspace/applicationguidelines.aspx>
- [68] MySpace data Availability Guidelines <http://developer.myspace.com/community/myspace/da2.aspx>
- [69] MySpace application takedown process <http://developer.myspace.com/Community/blogs/devteam/archive/2008/08/21/when-good-apps-go-bad.aspx>
- [70] Wallflower at the Web Party  
<http://www.nytimes.com/2006/10/15/business/yourmoney/15friend.html?oref=slogin>
- [71] <http://www.gmanews.tv/story/104375/Friendster-to-introduce-text-alerts-in-Asia-RP>
- [72] <http://www.gmanews.tv/story/104375/Friendster-to-introduce-text-alerts-in-Asia-RP>
- [73] <http://doubleclix.wordpress.com/2009/02/22/mark-andreessen-on-charlie-ross-innovation-silicon-valley-viral-platforms/>
- [74] [http://developer.ning.com/notes/Ning\\_Architecture\\_Basics](http://developer.ning.com/notes/Ning_Architecture_Basics)
- [75] Ning Platform Guidelines [http://developer.ning.com/notes/Guidelines\\_for\\_Developing\\_on\\_the\\_Ning\\_Platform](http://developer.ning.com/notes/Guidelines_for_Developing_on_the_Ning_Platform)
- [76] <http://code.google.com/apis/socialgraph/>
- [77] [http://news.cnet.com/8301-13953\\_3-9941039-80.html](http://news.cnet.com/8301-13953_3-9941039-80.html)
- [78] <http://www.google.com/friendconnect/home/moreinfo>
- [79] [http://www.businessweek.com/technology/content/oct2007/tc20071024\\_654439.htm?chan=top+news\\_top+news+index\\_top+story](http://www.businessweek.com/technology/content/oct2007/tc20071024_654439.htm?chan=top+news_top+news+index_top+story)
- [80] <http://mikeg.typepad.com/perceptions/2007/10/social-networki.html>
- [81] <http://www.internetnews.com/webcontent/article.php/3753626/Search+Social+Networking+Key+in+SharePoint.htm>
- [82] White paper: Managing social networking with Microsoft Office SharePoint Server 2007 <http://technet.microsoft.com/en-us/library/cc262436.aspx>
- [83] <http://wsuelearner.wordpress.com/2008/04/21/can-microsoft-sharepoint-support-social-networking/>
- [84] <http://www.haifa.ibm.com/projects/imt/sonar/index.shtml>

- [85] [http://www-01.ibm.com/software/lotus/news/social\\_software.html](http://www-01.ibm.com/software/lotus/news/social_software.html)
- [86] NYTimes Hail to the twitterer <http://www.nytimes.com/2008/08/03/weekinreview/03leibovich.html>
- [87] Newbie's guide to Twitter [http://news.cnet.com/8301-17939\\_109-9697867-2.html?tag=nwb.sidebar](http://news.cnet.com/8301-17939_109-9697867-2.html?tag=nwb.sidebar)
- [88] <http://latimesblogs.latimes.com/technology/2008/07/quake-has-every.html>
- [89] Twitter earthquake <http://blog.twitter.com/2008/07/twitter-as-news-wire.html>
- [90] What's your favorite Twitter feed to follow (and why)? <http://www.37signals.com/svn/posts/1110-whats-your-favorite-twitter-feed-to-follow-and-why>
- [91] [http://news.cnet.com/8301-17939\\_109-10026135-2.html?tag=mncol;posts](http://news.cnet.com/8301-17939_109-10026135-2.html?tag=mncol;posts)
- [92] <http://venturebeat.com/2008/08/25/twitter-blacklists-mad-men-characters-some-of-them/>
- [93] NPR Podcast Twitter Debate <http://www.npr.org/templates/story/story.php?storyId=91779992>
- [94] [http://www.techpresident.com/blog/entry/26569/breaking\\_pdf2008\\_hosts\\_obama\\_mccain\\_twitter\\_debate](http://www.techpresident.com/blog/entry/26569/breaking_pdf2008_hosts_obama_mccain_twitter_debate)
- [95] <http://en.wikipedia.org/wiki/Pownce>
- [96] <http://www.insidecrm.com/features/plurk-071008/>
- [97] [http://news.cnet.com/8301-17939\\_109-10006185-2.html?tag=nl.e776](http://news.cnet.com/8301-17939_109-10006185-2.html?tag=nl.e776)
- [98] <http://www.web-strategist.com/blog/2009/02/08/for-the-professional-how-to-get-started-on-twitter/>
- [99] <http://doubleclix.wordpress.com/2009/02/22/twitter-tips/>
- [100] The Truth (and lies) About Using Twitter [http://etech.eweek.com/content/web\\_technology/the\\_truth\\_and\\_lies\\_about\\_using\\_twitter.html?kc=EWKNLCSM081208STR2](http://etech.eweek.com/content/web_technology/the_truth_and_lies_about_using_twitter.html?kc=EWKNLCSM081208STR2)
- [101] TwitterFone [http://news.cnet.com/8301-17939\\_109-10010652-2.html?tag=nl.e776](http://news.cnet.com/8301-17939_109-10010652-2.html?tag=nl.e776)
- [102] <http://www.nimblecode.com/articles/2008/05/27/explaining-twitter>
- [103] O'Brien: More social-networking tools than anyone needs [http://www.mercurynews.com/ci\\_9548959](http://www.mercurynews.com/ci_9548959)
- [104] Why Twitter Hasn't Failed: The Power Of Audience <http://www.techcrunch.com/2008/08/10/why-twitter-hasnt-failed-the-power-of-audience/>
- [105] <http://www.cio.com/article/print/420763>
- [106] Getting Started - Part I <http://oauth.net/documentation/getting-started>
- [107] <http://www.washingtonpost.com/wp-dyn/content/article/2008/07/21/AR2008072101453.html>
- [108] <http://www.businessweek.com/ap/financialnews/D9233U7G0.htm>

- [109] [http://www.pcworld.com/businesscenter/article/148751/myspace\\_eases\\_data\\_portability\\_policies\\_adopts\\_openid.html](http://www.pcworld.com/businesscenter/article/148751/myspace_eases_data_portability_policies_adopts_openid.html)
- [110] <http://code.google.com/apis/opensocial/>
- [111] OpenSocial API documentation <http://code.google.com/apis/opensocial/docs/index.html>
- [112] Nic Carr on Open Social [http://www.routhtype.com/archives/2007/10/opensocial\\_and.php](http://www.routhtype.com/archives/2007/10/opensocial_and.php)
- [113] Marc Andreessen on OpenSocial <http://blog.pmarca.com/2007/10/open-social-a-n.html>
- [114] Open Social Specification <http://code.google.com/apis/opensocial/docs/0.8/spec.html>
- [115] Google Gadgets Specification <http://code.google.com/apis/gadgets/docs/spec.html>
- [116] <http://opensocialapis.blogspot.com/2008/08/lets-get-this-partuza-started.html>
- [117] <http://blogs.zdnet.com/BTL/?p=6813>
- [118] <http://mashable.com/2008/07/28/openid-and-oauth/>
- [119] <http://www.orange.fr/bin/frame.cgi?u=http%3A//openid.orange.fr/>
- [120] <http://www.intertwingly.net/blog/2007/01/03/OpenID-for-non-SuperUsers>
- [121] [http://openid.net/specs/openid-authentication-2\\_0.html](http://openid.net/specs/openid-authentication-2_0.html)
- [122] Beginner's Guide to OAuth – Part II - <http://www.hueniverse.com/hueniverse/2007/10/beginners-gui-1.html>
- [123] <http://stakeventures.com/articles/2008/02/23/developing-oauth-clients-in-ruby>
- [124] <http://oauth.net/core/1.0/>
- [125] <http://www.hueniverse.com/hueniverse/2007/10/beginners-gui-1.html>
- [126] <http://mashable.com/2008/07/28/openid-and-oauth/>
- [127] <http://www.xml.com/pub/a/2004/02/04/foaf.html>
- [128] <http://wiki.foaf-project.org/FAQ>
- [129] <http://gmpg.org/xfn/intro>
- [130] <http://facereviews.com/2008/07/22/facebook-new-rules-less-virality/>
- [131] [http://www.washingtonpost.com/wp-dyn/content/article/2007/08/24/AR2007082400481\\_pf.html](http://www.washingtonpost.com/wp-dyn/content/article/2007/08/24/AR2007082400481_pf.html)
- [132] <http://www.msnbc.msn.com/id/24529992/>
- [133] [http://news.cnet.com/8301-17939\\_109-9998117-2.html?tag=nl.e776](http://news.cnet.com/8301-17939_109-9998117-2.html?tag=nl.e776)
- [134] Announcing Facebook Connect  
<http://developers.facebook.com/news.php?blog=1&story=108>

- [135] <http://www.techcrunch.com/2008/06/26/myspace-opens-up-the-data-pipe-with-launch-of-data-availability/>
- [136] Why Facebook Connect Matters & Why It Will Win <http://gigaom.com/2008/07/23/facebook-connect/>
- [137] <http://news.google.com/?ncl=1229280989&hl=en&topic=t>
- [138] <http://www.time.com/time/business/article/0,8599,1826081,00.html?imw=Y>
- [139] <http://www.techcrunch.com/2008/05/09/facebook-responds-to-myspace-with-facebook-connect/>
- [140] <http://developers.facebook.com/news.php?blog=1&story=151>
- [141] <http://www.techcrunch.com/2008/05/08/myspace-embraces-data-portability-partners-with-yahoo-ebay-and-twitter/>
- [142] [http://news.cnet.com/8301-17939\\_109-9939286-2.html?tag=nl.e776](http://news.cnet.com/8301-17939_109-9939286-2.html?tag=nl.e776)
- [143] Facebook's data has left the barn <http://www.washingtonpost.com/wp-dyn/content/article/2008/05/18/AR2008051800093.html>
- [144] [http://www.businessweek.com/technology/content/may2008/tc20080515\\_372632.htm](http://www.businessweek.com/technology/content/may2008/tc20080515_372632.htm)
- [145] <http://www.webguild.org/2008/05/facebooks-facebook-connect.php>
- [146] The Trojan Social Open-Source Drop-Down [http://blogs.eweek.com/epiphanies/content/machinations/the\\_trojan\\_social\\_opensource\\_dropdown.html](http://blogs.eweek.com/epiphanies/content/machinations/the_trojan_social_opensource_dropdown.html)
- [147] Time: Who Will Rule the New Internet? <http://www.time.com/time/business/article/0,8599,1811814,00.html>
- [148] new technologies aggregation socialcast <http://www.eweek.com/c/a/Enterprise-Apps/Enterprise-20-Technologies-Worth-Watching/7/>
- [149] 20 Ways To Aggregate Your Social Networking Profiles <http://mashable.com/2007/07/17/social-network-aggregators/>
- [150] Membership overlaps [http://www.thebizofcoding.com/2007/12/2008\\_killer\\_app\\_category\\_tools.html](http://www.thebizofcoding.com/2007/12/2008_killer_app_category_tools.html)
- [151] <http://www.telegraph.co.uk/scienceandtechnology/technology/facebook/4636962/Soldiers-banned-from-MySpace-and-Facebook.html>
- [152] <http://www.eweek.com/c/a/Security/Security-Researchers-Outline-Security-Risks-of-Social-Networking-Sites-at-Black-Hat/?kc=EWKNLCSM081208STR3>
- [153] Facebook gets malware alert <http://ct.cnet-ssa.cnet.com/clicks?t=70673035-ac1c726a577fecb4a820726b38919eae-bf&brand=CNET-SSA&s=5>
- [154] <http://www.kaspersky.com/news?id=207575670>
- [155] [http://www.readwriteweb.com/archives/the\\_facebook\\_virus\\_spreads\\_no\\_social\\_network\\_is\\_safe.php#more](http://www.readwriteweb.com/archives/the_facebook_virus_spreads_no_social_network_is_safe.php#more)

- [156] Keeping Predators Away From 'Spacebook'  
<http://cityroom.blogs.nytimes.com/2008/01/29/keeping-predators-away-from-spacebook/?hp>
- [157] <http://arstechnica.com/news.ars/post/20080530-canadian-group-files-complaint-over-facebook-privacy.html>
- [158] <http://www.techcrunch.com/2008/03/18/facebook-to-launch-new-privacy-controls-confirms-chat-is-coming/>
- [159] <http://theharmonyguy.com/2008/06/20/more-advertising-issues-on-facebook/>
- [160] [http://news.cnet.com/8301-10784\\_3-9974220-7.html](http://news.cnet.com/8301-10784_3-9974220-7.html)
- [161] <http://blog.socialmedia.com/make-fast-join-the-facebook-class-action-lawsuit/>
- [162] [http://www.pcworld.com/article/159703/facebook\\_privacy\\_change\\_sparks\\_federal\\_complaint.html?tk=rel\\_news](http://www.pcworld.com/article/159703/facebook_privacy_change_sparks_federal_complaint.html?tk=rel_news)
- [163] <http://consumerist.com/5150175/facebooks-new-terms-of-service-we-can-do-anything-we-want-with-your-content-forever>
- [164] [http://www.mercurynews.com/ci\\_11738546](http://www.mercurynews.com/ci_11738546)
- [165] [http://www.pcworld.com/article/160358/rewriting\\_facebooks\\_terms\\_of\\_service.html](http://www.pcworld.com/article/160358/rewriting_facebooks_terms_of_service.html)
- [166] <http://www.facebook.com/group.php?gid=54964476066>
- [167] <http://www.facebook.com/group.php?gid=67758697570>
- [168] [http://www.readwriteweb.com/archives/cartoon\\_twitter\\_evidence.php](http://www.readwriteweb.com/archives/cartoon_twitter_evidence.php)
- [169] [http://www.mercurynews.com/ci\\_11798886](http://www.mercurynews.com/ci_11798886)
- [170] <http://blogs.wsj.com/digits/2009/02/17/zuckerberg-on-privacy-this-is-just-the-beginning/>
- [171] <http://www.comscore.com/press/release.asp?press=2396>
- [172] Facebook: No. 1 Globally  
[http://www.businessweek.com/technology/content/aug2008/tc20080812\\_853725.htm?chan=technology\\_technology+index+page\\_top+stories](http://www.businessweek.com/technology/content/aug2008/tc20080812_853725.htm?chan=technology_technology+index+page_top+stories)
- [173] <http://news.google.com/?ncl=1236257424&hl=en&topic=t>
- [174] <http://www.technewsworld.com/story/Facebook-Stands-Atop-Social-Networking-World-64154.html?welcome=1218681026>
- [175] <http://www.crn.com/software/210003629>
- [176] <http://www.techcrunch.com/2008/08/03/taking-social-networks-abroad-why-myspace-and-facebook-are-failing-in-japan/>
- [177] <http://www.chron.com/disp/story.mpl/front/6095469.html>
- [178] <http://www.cnn.com/2008/POLITICS/11/07/sanchez.technology/>

[179] <http://arstechnica.com/tech-policy/news/2008/12/facebook-profile-used-to-serve-legal-docs-in-australian-case.ars>

[180] [http://www.careerbuilder.com/share/aboutus/pressreleasesdetail.aspx?id=pr459&sd=9%2F10%2F2008&ed=12%2F31%2F2008&siteid=cbpr&sc\\_cmp1=cb\\_pr459\\_&cbRcursorCnt=1&cbsid=7091f0351d2c4773bbfef3fe48c968f1-289172962-JH-5](http://www.careerbuilder.com/share/aboutus/pressreleasesdetail.aspx?id=pr459&sd=9%2F10%2F2008&ed=12%2F31%2F2008&siteid=cbpr&sc_cmp1=cb_pr459_&cbRcursorCnt=1&cbsid=7091f0351d2c4773bbfef3fe48c968f1-289172962-JH-5)

[181] [http://www.businessweek.com/magazine/content/08\\_40/b4102050681705.htm?chan=top+news\\_top+news+index+-+temp\\_technology](http://www.businessweek.com/magazine/content/08_40/b4102050681705.htm?chan=top+news_top+news+index+-+temp_technology)

[182] <http://technology.inc.com/managing/articles/200901/leary.html?partner=rss-alert>  
<http://blog.wired.com/27bstroke6/2008/09/researchers-use.html>

<http://www.techradar.com/news/internet/web/top-15-things-you-should-never-do-on-facebook-470875>

<http://www.eweek.com/c/a/Messaging-and-Collaboration/Should-Facebook-Be-Banned-from-Work/>

<http://www.webguild.org/2008/11/motrin-ad-campaign-a-social-media-case-study.php>

[http://www.readwriteweb.com/archives/10\\_ways\\_social\\_media\\_will\\_change\\_in\\_2009.php](http://www.readwriteweb.com/archives/10_ways_social_media_will_change_in_2009.php)

<http://www.cnn.com/2009/TECH/02/04/facebook.anniversary/index.html>

<http://blogs.zdnet.com/BTL/?p=12041>

<http://www.140characters.com/2009/01/30/how-twitter-was-born/>

[http://news.cnet.com/8301-17939\\_109-10156481-2.html](http://news.cnet.com/8301-17939_109-10156481-2.html)

[http://news.cnet.com/8301-13577\\_3-10160850-36.html?tag=newsEditorsPicksArea.0](http://news.cnet.com/8301-13577_3-10160850-36.html?tag=newsEditorsPicksArea.0)

[http://www.pcworld.com/article/159560/social\\_network\\_hazards.html](http://www.pcworld.com/article/159560/social_network_hazards.html)

<http://www.thestandard.com/news/2009/02/16/facebook-claims-permanent-rights-user-content>

<http://tech.slashdot.org/article.pl?sid=09/02/17/2213251>

<http://blogs.zdnet.com/Howlett/?p=666>

[http://www.theonion.com/content/news/myspace\\_outage\\_leaves\\_millions](http://www.theonion.com/content/news/myspace_outage_leaves_millions)

10 Things that would be nice to know before starting a Facebook application <http://padreinel.blogs.experienceproject.com/3459.html>

<http://www.hi5networks.com/press.html>

<http://catbird.tumblr.com/post/35429148>

[http://www.readwriteweb.com/archives/facebook\\_hits\\_100\\_million\\_user.php](http://www.readwriteweb.com/archives/facebook_hits_100_million_user.php)

<http://www.networkworld.com/news/2008/062708-new-orleans.html?ts>

<http://www.techcrunch.com/2008/01/26/facebook-apps-on-any-website-clever-move/>

The Facebook Application Platform by Tim O'Reilly; O'Reilly Radar Team

<http://news.bbc.co.uk/2/hi/technology/7521002.stm>

<http://www.channelinsider.com/c/a/Messaging-and-Collaboration/How-VARs-Can-and-Are-Leveraging-Web-2.0-and-Social-Networking-for-Business/?kc=EWKNLEDP042408A>

<http://www.nytimes.com/2008/07/07/technology/07hughes.html>

Web Networking Photos Come Back to Bite Defendants

<http://abcnews.go.com/Technology/wireStory?id=5407999>

[http://wiki.developers.facebook.com/index.php/Main\\_Page](http://wiki.developers.facebook.com/index.php/Main_Page)

---

## Chapter 5

---

[1] <http://www.whatissrss.com/>

[2] <http://abcnews.go.com/Politics/TheNote/>

[3] Slideshare RSS & Atom in Social Web, Slide 26 <http://www.slideshare.net/hchen1/rss-and-atom-in-the-social-web>

[4] 35 Ways you can use RSS today [http://www.micropersuasion.com/2006/06/35\\_ways\\_you\\_can.html](http://www.micropersuasion.com/2006/06/35_ways_you_can.html)

[5] [http://www.usa.gov/Topics/Reference\\_Shelf/Libraries/RSS\\_Library/Science.shtml](http://www.usa.gov/Topics/Reference_Shelf/Libraries/RSS_Library/Science.shtml)

[6] <http://feeds.technorati.com/blogs/directory/>

[7] <http://feeds.technorati.com/blogs/directory/technology/web-2.0>

[8] [http://www.readwriteweb.com/archives/top\\_10\\_rsssyndication\\_products\\_of\\_2008.php](http://www.readwriteweb.com/archives/top_10_rsssyndication_products_of_2008.php)

[9] Podcasting Tutorial <http://catalyst.washington.edu/help/web/podcasting/index.html>

[10] RSS Specifications History et al <http://www.rss-specifications.com/history-rss.htm>

[11] <http://www.rss-specifications.com/history-rss.htm>

[12] [http://en.wikipedia.org/wiki/History\\_of\\_web\\_syndication\\_technology](http://en.wikipedia.org/wiki/History_of_web_syndication_technology)

[13] Dr. Guha's contributions to RSS—A must read [http://wp.netscape.com/columns/television/innovators\\_rg.html](http://wp.netscape.com/columns/television/innovators_rg.html)

[14] Microsoft's CDF submission to W3C <http://www.w3.org/Submission/1997/2/>, <http://www.w3.org/TR/NOTE-CDFsubmit.html>

[15] RSS 0.9 details cached <http://www.purplepages.ie/RSS/netscape/rss0.90.html>

[16] ScriptingNews 2.0b1 [http://my.userland.com/stories/storyReader\\$11](http://my.userland.com/stories/storyReader$11)

[17] RSS 1.1 <http://xml.coverpages.org/ni2005-01-18-a.html>

[18] <http://backend.userland.com/rss093>

- [19] <http://cyber.law.harvard.edu/rss/announceRss2.html>
- [20] <http://creativecommons.org/licenses/by-sa/1.0/>
- [21] <http://www.rssboard.org/>
- [22] <http://tech.groups.yahoo.com/group/rss-dev/message/239>
- [23] RSS workshop <http://www.rssgov.com/rssworkshop.html>
- [24] RSS tutorial for web masters <http://www.mnot.net/rss/tutorial/>
- [25] <http://www.w3schools.com/rss/default.asp>
- [26] RSS Quick Summary <http://www.intertwingly.net/slides/2003/rssQuickSummary.html>
- [27] <http://cyber.law.harvard.edu/rss/creativeCommonsRssModule.html#license>
- [28] <http://backend.userland.com/blogChannelModule>
- [29] <http://search.yahoo.com/mrss>
- [30] <http://madskills.com/public/xml/rss/module/trackback/>
- [31] <http://www.reallysimplesyndication.com/bitTorrentRssModule>
- [32] <http://postneo.com/icbm/>
- [33] BBC <http://news.bbc.co.uk/1/hi/help/3223484.stm>
- [34] <http://www.rss-specifications.com/rss-reader-linux.htm>
- [35] [www.newsgator.com](http://www.newsgator.com)
- [36] <http://www.acrylicapps.com/times/>
- [37] RSS best practices <http://www.rssboard.org/rss-profile>
- [38] <http://www.johnpanzer.com/RSSAtomFeedsBestPractices/>
- [39] MS blog <http://blogs.msdn.com/rssteam/default.aspx>
- [40] Guidelines and good practices <http://www.ariadne.ac.uk/issue35/miller/>
- [41] Article on RSS feed quality  
<http://webservices.xml.com/pub/a/ws/2002/11/19/rssfeedquality.html?page=2>
- [42] Thinking XML: Use the Atom format for syndicating news and more <http://www.ibm.com/developerworks/xml/library/x-think24.html>
- [43] IETF Working Group Atom Publishing Format and Protocol (atompub) <http://www.ietf.org/html.charters/OLD/atompub-charter.html>
- [44] Atom Syndication format rfc4287 <http://www.ietf.org/rfc/rfc4287>
- [45] Atom Publishing protocol rfc 5023 <http://www.rfc-editor.org/rfc/rfc5023.txt>
- [46] An overview of the Atom 1.0 Syndication Format <http://www-128.ibm.com/developerworks/xml/library/x-atom10.html>

- [47] <http://intertwingly.net/wiki/pie/Rss20AndAtom10Compared>
- [48] An excellent site to start reading about Atom <http://www.intertwingly.net/wiki/pie/FrontPage>
- [49] (<http://www.ietf.org/rfc/rfc4287>)
- [50] <http://code.google.com/apis/gdata/reference.html>
- Comparison of RSS 2.0 and Atom 1.0 <http://www.intertwingly.net/wiki/pie/Rss20AndAtom10Compared>
- RSS 1.0 Specification <http://web.resource.org/rss/1.0/spec>
- RSS 0.91 specification <http://backend.userland.com/rss091>, also at [http://www.scripting.com/netscapeDocs/RSS%20\\_91%20Spec,%20revision%203.html](http://www.scripting.com/netscapeDocs/RSS%20_91%20Spec,%20revision%203.html)
- RSS 0.92 specification <http://backend.userland.com/rss092>
- Web 2.0 Mashups and Niche Aggregators, By Martin Kelley <http://www.oreilly.com/catalog/9780596514006/>
- Content Syndication with RSS, by Ben Hammersley
- Secrets of RSS By Steven Holzner
- Developing Feeds with RSS and Atom by Ben Hammersley
- How to Build an RSS 2.0 Feed by Mark Woodman
- How to get most out of technorati RSS feeds [http://www.micropersuasion.com/2006/10/how\\_to\\_get\\_the\\_.html](http://www.micropersuasion.com/2006/10/how_to_get_the_.html)
- Weather RSS feeds
- Directory of rss weather feed from all over the world [rssweather.com](http://rssweather.com)
- Weather Channel rss subscription <http://www.weather.com/weather/rss/subscription>
- Weatherunderground <http://www.wunderground.com/> also has RSS feeds
- Balkanizing RSS <http://blogs.zdnet.com/Hinchcliffe/?p=16>
- Programming PHP4, java with JAXP or Rome <http://www.xml.com/pub/a/2006/02/22/rome-parse-publish-rss-atom-feeds-java.html>
- RSS feed Validators—to make sure your feeds are properly formatted
- W3C Validator <http://validator.w3.org/feed/>
- <http://feedvalidator.org/>
- Google news RSS <http://news.google.com/?output=rss>
- Radio Userland <http://radio.userland.com/>
- RSS 2.0 specification <http://www.rssboard.org/rss-specification>

---

## Chapter 6

---

- [1] <http://royal.pingdom.com/2008/09/24/why-is-almost-half-of-google-in-beta/>
- [2] <http://www.networkworld.com/community/node/33131>
- [3] <http://tech.slashdot.org/tech/08/09/25/1235216.shtml>
- [4] Interview with Eric Schmidt at Web 2.0 Expo 2007  
<http://www.youtube.com/watch?v=dxzDU3tTzGA>
- [5] <http://labs.google.com/papers/bigtable.html>
- [6] <http://labs.google.com/papers/mapreduce.html>
- [7] <http://research.google.com/archive/sawzall.html>
- [8] [http://en.wikipedia.org/wiki/Gall%27s\\_law](http://en.wikipedia.org/wiki/Gall%27s_law)
- [9] <http://www.amazon.com/exec/obidos/tg/detail/-/0961825170/>
- [10] <http://doubleclix.wordpress.com/2006/10/01/book-review-multi-core-programming-increasing-performance-through-software-multi-threading/>
- [11] <http://www.vmware.com/vmworldnews/vdi.html>
- [12] <http://www.brianmadden.com/blogs/brianmadden/archive/2007/03/14/when-to-use-vdi-when-to-use-server-based-computing-and-how-the-citrix-ardence-dynamic-desktop-fits-into-all-this.aspx>
- [13] <http://doubleclix.wordpress.com/2008/10/21/what-is-cloud-computing-and-do-i-need-to-be-scared/>
- [14] <http://en.wikipedia.org/wiki/Petabyte>
- [15] <http://www.archive.org/index.php>
- [16] <http://www.archive.org/web/petabox.php>
- [17] [http://en.wikipedia.org/wiki/Large\\_Hadron\\_Collider](http://en.wikipedia.org/wiki/Large_Hadron_Collider)
- [18] <http://www.archive.org/web/petabox.php>
- [19] <http://highscalability.com/links/weblink/24>
- [20] <http://www.infoq.com/articles/ebay-scalability-best-practices>
- [21] <http://www.addsimplicity.com/downloads/eBaySDForum2006-11-29.pdf>
- [22] <http://www.techcrunch.com/2008/08/20/ebay-the-doldrum-years/>
- [23] <http://ksudigg.wetpaint.com/page/YouTube+Statistics?t=anon>
- [24] <http://digital-orb.com/ytsc.html>
- [25] [http://tech.yahoo.com/news/afp/20090213/tc\\_afp/usinternetfilmtelevisionyoutube-google\\_20090213031339](http://tech.yahoo.com/news/afp/20090213/tc_afp/usinternetfilmtelevisionyoutube-google_20090213031339)

- [26] <http://highscalability.com/youtube-architecture>
- [27] <http://highscalability.com/amazon-architecture>
- [28] <http://aws.amazon.com/contact-us/new-features-for-amazon-ec2/>
- [29] [http://www.allthingsdistributed.com/2008/10/using\\_the\\_cloud\\_to\\_build\\_highl.html](http://www.allthingsdistributed.com/2008/10/using_the_cloud_to_build_highl.html)
- [30] <http://highscalability.com/google-architecture>
- [31] Web 2.0 and Cloud Computing by Tim O'Reilly <http://radar.oreilly.com/2008/10/web-20-and-cloud-computing.html>
- [32] What Tim O'Reilly gets wrong about the cloud [http://www.roughype.com/archives/2008/10/what\\_tim\\_oreill.php](http://www.roughype.com/archives/2008/10/what_tim_oreill.php)
- [33] <http://radar.oreilly.com/2008/10/network-effects-in-data.html> <http://radar.oreilly.com/2008/10/network-effects-in-data.html>
- [34] Further musings on the network effect and the cloud [http://www.roughype.com/archives/2008/10/further\\_thought.php](http://www.roughype.com/archives/2008/10/further_thought.php)
- [35] [http://en.wikipedia.org/wiki/Network\\_effect](http://en.wikipedia.org/wiki/Network_effect)
- [36] <http://www.techcrunch.com/2008/01/15/twitter-fails-macworld-keynote-test/>
- [37] <http://highscalability.com/scaling-twitter-making-twitter-10000-percent-faster>
- [38] <http://twitterfacts.blogspot.com/2008/01/number-of-twitter-users.html>
- [39] <http://smoothspan.wordpress.com/2007/09/14/twitter-scaling-story-mirrors-the-multicore-language-timetable/>
- [40] <http://highscalability.com/flickr-architecture>
- [41] <http://www.slideshare.net/iamcal/moving-pictures-web-20-expo-nyc-presentation/>
- [42] <http://www.slideshare.net/iamcal/scalable-web-architectures-common-patterns-and-approaches-web-20-expo-nyc-presentation/>
- [43] [http://en.wikipedia.org/wiki/Shared\\_nothing\\_architecture](http://en.wikipedia.org/wiki/Shared_nothing_architecture)
- [44] [http://en.wikipedia.org/wiki/Shard\\_\(database\\_architecture\)](http://en.wikipedia.org/wiki/Shard_(database_architecture))
- [45] <http://www.scribd.com/doc/2592098/DVPmysqlucFederation-at-Flickr-Doing-Billions-of-Queries-Per-Day>
- [46] <http://doubleclix.wordpress.com/2008/10/27/microsofts-azure/>
- [47] [http://www.allthingsdistributed.com/2006/03/a\\_word\\_on\\_scalability.html](http://www.allthingsdistributed.com/2006/03/a_word_on_scalability.html)
- [48] <http://www.ics.uci.edu/~fielding/pubs/dissertation/top.htm>
- [49] Google Research Publication : MapReduce: Simplified Data Processing on Large Clusters <http://labs.google.com/papers/mapreduce.html>
- [50] [http://news.cnet.com/8301-10784\\_3-9955184-7.html](http://news.cnet.com/8301-10784_3-9955184-7.html)
- [51] <http://wiki.apache.org/hadoop/PoweredBy>

[52] <http://open.blogs.nytimes.com/2007/11/01/self-service-prorated-super-computing-fun/>

[53] <http://weblogs.java.net/blog/tomwhite/archive/2006/02/hadoop.html>

[54] <http://wiki.apache.org/hadoop-data/attachments/HadoopPresentations/attachments/HadoopEBIG-Oct2008.pdf>

[55] <http://highscalability.com/how-rackspace-now-uses-mapreduce-and-hadoop-query-terabytes-data>

[56] <http://blog.racklabs.com/?p=66>

[57] <http://www.infoq.com/articles/rest-introduction>

[58] <http://www.computerworld.com/action/article.do?command=viewArticleBasic&articleId=9110219>

[59] <http://code.flickr.com/>

[60] <http://gettingreal.37signals.com/>

[61] <http://firstlook.blogs.nytimes.com/prototypes/>

[62] <http://www.shirky.com/writings/evolve.html>

Hadoop: Wikipedia <http://en.wikipedia.org/wiki/Hadoop>

Smart Web App Development by Roger Smith, InformationWeek, April 11,2008

<http://blogs.zdnet.com/BTL/?p=10433>

<http://highscalability.com/eve-online-architecture>

<http://highscalability.com/outside-scales-engine-yard-and-moving-php-ruby-rails>

<http://www.techcrunch.com/2008/03/12/youtube-the-platform/>

[http://www.computerworld.com/action/article.do?command=viewArticleBasic&articleId=9127985&intsrc=hm\\_list](http://www.computerworld.com/action/article.do?command=viewArticleBasic&articleId=9127985&intsrc=hm_list)

---

## Chapter 7

---

[1] [http://www.nytimes.com/2006/11/12/business/12web.html?\\_r=2&hp&ex=1163394000&en=a34a6306f48166fb&ei=5094&partner=homepage&oref=slogin&oref=slogin](http://www.nytimes.com/2006/11/12/business/12web.html?_r=2&hp&ex=1163394000&en=a34a6306f48166fb&ei=5094&partner=homepage&oref=slogin&oref=slogin)

[2] <http://www.w3.org/DesignIssues/Semantic.html>

[3] <http://www.w3.org/2001/sw/>

[4] <http://www.w3.org/DesignIssues/RDFnot.html>

[5] [http://www.computer.org/portal/site/computer/index.jsp?pageID=computer\\_level1\\_article&TheCat=1075&path=computer/homepage/0108&file=webtech.xml&xsl=article.xsl](http://www.computer.org/portal/site/computer/index.jsp?pageID=computer_level1_article&TheCat=1075&path=computer/homepage/0108&file=webtech.xml&xsl=article.xsl)

[6] [http://earlystagevc.typepad.com/earlystagevc/2006/06/i\\_wish\\_i\\_said\\_t.html](http://earlystagevc.typepad.com/earlystagevc/2006/06/i_wish_i_said_t.html)

[7] <http://www.mkbergman.com/?p=284>

- [8] <http://thefigtrees.net/lee/sw/sciam/semantic-web-in-action#single-page>
- [9] [http://www.readwriteweb.com/archives/whats\\_next\\_after\\_web\\_20.php](http://www.readwriteweb.com/archives/whats_next_after_web_20.php)
- [10] <http://www.technologyreview.com/web/21583/page1/>
- [11] [http://www.readwriteweb.com/archives/the\\_top-down\\_semantic\\_web.php](http://www.readwriteweb.com/archives/the_top-down_semantic_web.php)
- [12] [http://www.readwriteweb.com/archives/10\\_semantic\\_apps\\_to\\_watch.php](http://www.readwriteweb.com/archives/10_semantic_apps_to_watch.php)
- [13] [http://www.readwriteweb.com/archives/semantic\\_web\\_difficulties\\_with\\_classic\\_approach.php](http://www.readwriteweb.com/archives/semantic_web_difficulties_with_classic_approach.php)
- [14] [http://www.readwriteweb.com/archives/spock\\_vertical\\_search\\_done\\_right.php](http://www.readwriteweb.com/archives/spock_vertical_search_done_right.php)
- [15] <http://www.jisc.ac.uk/whatwedo/services/techwatch/reports/horizonscanning/hs0502>
- [16] [http://www.readwriteweb.com/archives/semantic\\_stealth\\_startup\\_siric.php](http://www.readwriteweb.com/archives/semantic_stealth_startup_siric.php)
- [17] <http://tomgruber.org/writing/semtech08.pdf>
- [18] [http://www.readwriteweb.com/archives/does\\_microsoft\\_powerset\\_beat\\_google.php](http://www.readwriteweb.com/archives/does_microsoft_powerset_beat_google.php)
- [19] [http://www.readwriteweb.com/archives/powerset\\_vs\\_google.php](http://www.readwriteweb.com/archives/powerset_vs_google.php)
- [20] [http://www.readwriteweb.com/archives/semantic\\_search\\_the\\_myth\\_and\\_reality.php](http://www.readwriteweb.com/archives/semantic_search_the_myth_and_reality.php)
- [21] [http://www.readwriteweb.com/archives/microsoft\\_acquires\\_powerset.php](http://www.readwriteweb.com/archives/microsoft_acquires_powerset.php)
- [22] [http://www.readwriteweb.com/archives/does\\_microsoft\\_powerset\\_beat\\_google.php](http://www.readwriteweb.com/archives/does_microsoft_powerset_beat_google.php)
- [23] [http://www.readwriteweb.com/archives/live\\_search\\_powerset\\_integrati.php](http://www.readwriteweb.com/archives/live_search_powerset_integrati.php)
- [24] <http://www.twine.com/about>
- [25] <http://www.twine.com/twine/1w3b23v2-6j0/web-3-0-semantic-web>
- [26] [http://www.readwriteweb.com/archives/twine\\_disappoints.php](http://www.readwriteweb.com/archives/twine_disappoints.php)
- [27] [http://www.readwriteweb.com/archives/twine\\_public\\_launch.php](http://www.readwriteweb.com/archives/twine_public_launch.php)
- [28] <http://www.ibm.com/developerworks/xml/library/x-plansemantic/index.html?ca=drs->
- [29] <http://www.sciam.com/article.cfm?id=the-semantic-web>
- [30] [http://www.shirky.com/writings/semantic\\_syllogism.html](http://www.shirky.com/writings/semantic_syllogism.html)
- [31] [http://www.readwriteweb.com/archives/semantic\\_web\\_what\\_is\\_the\\_killer\\_app.php](http://www.readwriteweb.com/archives/semantic_web_what_is_the_killer_app.php)
- [32] RDF Primer—W3C Recommendation <http://www.w3.org/TR/rdf-primer/>
- [33] Resource Description Framework (RDF): Concepts and Abstract Syntax <http://www.w3.org/TR/rdf-concepts/>
- [34] RDF/XML Syntax Specification <http://www.w3.org/TR/rdf-syntax-grammar/>
- [35] RDF Semantics <http://www.w3.org/TR/rdf-mt/>
- [36] RDF Vocabulary Description Language 1.0: RDF Schema <http://www.w3.org/TR/rdf-schema/>

- [37] RDF Test Cases <http://www.w3.org/TR/rdf-testcases/>
  - [38] OWL Web Ontology Language Overview <http://www.w3.org/TR/owl-features/>
  - [39] OWL Web Ontology Language Use Cases and Requirements <http://www.w3.org/TR/webont-req/>
  - [40] OWL Web Ontology Language Guide <http://www.w3.org/TR/owl-guide/>
  - [41] OWL Web Ontology Language Reference <http://www.w3.org/TR/owl-ref/>
  - [42] OWL Web Ontology Language Semantics and Abstract Syntax <http://www.w3.org/TR/owl-semantics/>
  - [43] OWL Web Ontology Language Test Cases <http://www.w3.org/TR/owl-test/>
  - [44] <http://www.w3.org/TR/owl-test/misc-000-guide#misc-000-guide>
  - [45] <http://en.wikipedia.org/wiki/SPARQL>
  - [46] <http://thefigtrees.net/lee/sw/sparql-faq#what-is>
  - [47] <http://www.w3.org/TR/rdf-sparql-protocol/>
  - [48] <http://www.w3.org/TR/rdf-sparql-query/>
  - [49] <http://www.w3.org/TR/rdf-sparql-XMLres/>
  - [50] RDF Data Access Use Cases and Requirements <http://www.w3.org/TR/rdf-dawg-uc/>
  - [51] <http://semantic-conference.com/>
  - [52] <http://dbpedia.org/About>
  - [53] <http://www.foaf-project.org/>
  - [54] FOAF Vocabulary Specification <http://xmlns.com/foaf/spec/>
  - [55] [www.lessonopoly.org](http://www.lessonopoly.org)
  - [56] <http://doubleclix.wordpress.com/2007/09/14/publishing-search-fulfilment-and-conversation-as-four-pillars-of-any-software-system/>
  - [57] <http://sioc-project.org/>
  - [58] <http://rdfs.org/sioc/spec/>
  - [59] <http://www.talis.com/>
- The GeoSpatial Web, Arno Scharl & Klaus Tochtermann (Eds), Springer  
<http://ftp.informatik.rwth-aachen.de/Publications/CEUR-WS/Vol-426/>  
[http://www.readwriteweb.com/archives/10\\_future\\_web\\_trends.php](http://www.readwriteweb.com/archives/10_future_web_trends.php)
- Semantic Web Patterns: A Guide to Semantic Technologies [http://www.readwriteweb.com/archives/semantic\\_web\\_patterns.php](http://www.readwriteweb.com/archives/semantic_web_patterns.php)
- SPARQL Design <http://sparql.sourceforge.net/design-spec/design.html>
- SPARQL FAQ <http://thefigtrees.net/lee/sw/sparql-faq#tutorials>

---

## Chapter 8

---

- [1] [http://www.economist.com/specialreports/displaystory.cfm?story\\_id=12411882](http://www.economist.com/specialreports/displaystory.cfm?story_id=12411882)
- [2] Cloud Computing: Eyes on the Skies [http://www.businessweek.com/print/magazine/content/08\\_18/b4082059989191.htm##](http://www.businessweek.com/print/magazine/content/08_18/b4082059989191.htm##)
- [3] <http://www.redmonk.com/jgovernor/2008/03/13/15-ways-to-tell-its-not-cloud-computing/>
- [4] <http://cloudsecurity.org/2008/04/25/12-signs-that-your-company-is-already-in-the-cloud/>
- [5] <http://doubleclix.wordpress.com/2008/10/04/clouds-ready-to-chuck-training-wheels-a-view-from-users-vendors-and-vcs/>
- [6] <http://neotactics.com/blog/technology/challenges-for-cloud-computing>
- [7] [http://www.10gen.com/assets/10gen\\_New\\_Cloud\\_Computing\\_Company\\_Unveils\\_Limited\\_Alpha\\_\(Apr\\_15\\_2008\).pdf](http://www.10gen.com/assets/10gen_New_Cloud_Computing_Company_Unveils_Limited_Alpha_(Apr_15_2008).pdf)
- [8] <http://blogs.zdnet.com/BTL/?p=10441>
- [9] <http://www.gartner.com/it/page.jsp?id=871113>
- [10] [http://www.wired.com/techbiz/it/magazine/16-05/mf\\_amazon?currentPage=all](http://www.wired.com/techbiz/it/magazine/16-05/mf_amazon?currentPage=all)
- [11] Cloud Storage Alternatives <http://webworkerdaily.com/2008/05/07/three-cloud-storage-alternatives/>
- [12] <http://www.earthtimes.org/articles/show/amazon-web-services-launches-lldquopublic,643947.shtml>
- [13] <http://mystarbucksidea.force.com/home/home.jsp>
- [14] What cloud computing really means  
[http://www.nytimes.com/idg/IDG\\_002570DE00740E180025742400363509.html?ref=technology](http://www.nytimes.com/idg/IDG_002570DE00740E180025742400363509.html?ref=technology)
- [15] Winning the SaaS Platform Wars <http://www.sandhill.com/opinion/editorial.php?id=188>
- [16] [http://mckinsey.com/client-service/hightech/pdfs/Emerging\\_Platform\\_Wars.pdf](http://mckinsey.com/client-service/hightech/pdfs/Emerging_Platform_Wars.pdf)
- [17] <http://blog.pmarca.com/2007/09/the-three-kinds.html>
- [18] <http://open.nytimes.com/2007/11/01/self-service-prorated-super-computing-fun/>
- [19] <http://www.johnmwillis.com/amazon/the-night-the-nyt-used-hadoop-and-ec2-to-convert-4tbs/>
- [20] <http://doubleclix.wordpress.com/2008/08/03/cloud-computing-and-grids/>
- [21] [http://en.wikipedia.org/wiki/Global\\_Grid\\_Forum](http://en.wikipedia.org/wiki/Global_Grid_Forum)

- [22] Cloud and utility <http://gh-linux.blogspot.com/2008/03/is-cloud-computing-nothing-but-utility.html>
- [23] Cheap infrastructure <http://www.technologyreview.com/Biztech/20663/>
- [24] <http://blog.rightscale.com/2008/04/23/animoto-facebook-scale-up/>
- [25] <http://www.omnisio.com/v/9ceYTUGdjh9/jeff-bezos-on-animoto>
- [26] Nicholas Carr [http://www.routhtype.com/archives/2007/12/the\\_technoutili.php](http://www.routhtype.com/archives/2007/12/the_technoutili.php)
- [27] <http://doubleclix.wordpress.com/2008/07/26/book-review-nicholas-carr-the-big-switch-rewiring-the-world-from-edison-to-google/>
- [28] <http://itmanagement.earthweb.com/features/article.php/3798591/Five-Companies-Shaping-Cloud-Computing-Who-Wins.htm>
- [29] <http://gigaom.com/2008/05/04/sun-amazon-web-services/>
- [30] <http://www.sun.com/aboutsun/pr/2008-05/sunflash.20080505.3.xml>
- [31] Google AppEngine <http://code.google.com/appengine/>
- [32] Microsoft Live mesh <https://www.mesh.com/Welcome/Welcome.aspx>
- [33] Information Week <http://www.informationweek.com/news/internet/web2.0/showArticle.jhtml?articleID=207401672>
- [34] <https://www.mesh.com/Welcome/LearnMore.aspx>
- [35] <http://blogs.zdnet.com/microsoft/?p=1355>
- [36] <http://news.cnet.com/microsoft-launches-windows-azure/>
- [37] <http://doubleclix.wordpress.com/2008/10/27/microsofts-azure/>
- [38] [http://news.cnet.com/8301-10805\\_3-10139597-75.html](http://news.cnet.com/8301-10805_3-10139597-75.html)
- [39] <http://www.eweek.com/c/a/Enterprise-Apps/IBM-Floats-into-The-Cloud-With-Caution/?kc=EWKNLBOE050308STR5>
- [40] Blue Cloud <http://www-03.ibm.com/press/us/en/pressrelease/22613.wss>
- [41] <http://www.eweek.com/c/a/Infrastructure/IBM-to-Deliver-Computing-Power-Under-Blue-Cloud/>
- [42] Sun's cloud offering [http://www.datacenterknowledge.com/archives/2008/Feb/19/sun\\_preps\\_cloud\\_platform\\_to\\_vie\\_with\\_amazon.html](http://www.datacenterknowledge.com/archives/2008/Feb/19/sun_preps_cloud_platform_to_vie_with_amazon.html)
- [43] [http://research.sun.com/spotlight/2008/2008-04-09\\_caroline.html](http://research.sun.com/spotlight/2008/2008-04-09_caroline.html)
- [44] Cloud vendors <http://www.johnmwillis.com/cloud-computing/cloud-vendors-a-to-z-revised/>
- [45] <http://www.dell.com/cloudcomputing/>
- [46] <http://direct2dell.com/cloudcomputing/default.aspx>

[47] <http://venturebeat.com/2008/05/09/facebook-borrows-100m-to-build-out-its-infrastructure/>

[48] <http://www.eweek.com/c/a/Messaging-and-Collaboration/Cooler-Technologies-Demoed-at-Web-20/?kc=EWKNLEDP050208A>

[49] <http://gigaom.com/2008/08/13/is-the-cloud-right-for-you-ask-yourself-these-5-questions/>

[50] <http://www.techcrunch.com/2008/02/15/amazon-web-services-goes-down-takes-many-startup-sites-with-it/>

[51] <http://blogs.zdnet.com/BTL/?p=8010>

[52] [http://www.in.cisco.com/data-shared/cec/rendered\\_news/html/channels/1/5/204337.shtml](http://www.in.cisco.com/data-shared/cec/rendered_news/html/channels/1/5/204337.shtml)

<http://arstechnica.com/software/news/2009/01/google-to-enlist-army-of-saas-resellers-for-google-apps.ars>

<http://news.google.com/?ncl=1292618689&hl=en&topic=t>

[http://www.nytimes.com/2008/05/25/technology/25proto.html?\\_r=3&ref=business&oref=slogin&oref=slogin](http://www.nytimes.com/2008/05/25/technology/25proto.html?_r=3&ref=business&oref=slogin&oref=slogin)

[http://www.economist.com/business/PrinterFriendly.cfm?story\\_id=11413148](http://www.economist.com/business/PrinterFriendly.cfm?story_id=11413148)

<http://gigaom.com/2008/07/01/10-reasons-enterprises-arent-ready-to-trust-the-cloud/>

<http://gigaom.com/2008/02/28/how-cloud-utility-computing-are-different/>

[http://www.nytimes.com/idg/IDG\\_002570DE00740E180025742400363509.html?ref=technology](http://www.nytimes.com/idg/IDG_002570DE00740E180025742400363509.html?ref=technology)

<http://www.techcrunch.com/2008/04/21/who-are-the-biggest-users-of-amazon-web-services-its-not-startups/>

[<http://mitworld.mit.edu/video/417>]

Amazon Web Services <http://aws.amazon.com/>

<http://www.johnmwillis.com/category/amazon/>

[http://en.wikipedia.org/wiki/Cloud\\_computing](http://en.wikipedia.org/wiki/Cloud_computing)

Book: Programming Amazon Web Services <http://www.oreilly.com/catalog/9780596515812/>

[http://www.datacenterknowledge.com/archives/2008/Apr/17/new\\_cloud\\_platforms\\_proliferating.html](http://www.datacenterknowledge.com/archives/2008/Apr/17/new_cloud_platforms_proliferating.html)

Computing in the cloud workshop at Princeton <http://citp.princeton.edu/cloud-workshop/>

[http://www.readwriteweb.com/archives/ibm\\_unveils\\_blue\\_cloud\\_what\\_da.php](http://www.readwriteweb.com/archives/ibm_unveils_blue_cloud_what_da.php)

<http://www.informationweek.com/news/internet/web2.0/showArticle.jhtml?articleID=207401733>

Resources <http://groups.google.ca/group/cloud-computing/web/cloud-computing-blogs-resources>

<http://blogs.sun.com/innovation/date/20080312>

<http://wikis.sun.com/display/shoal/Shoal+Home>

[http://www.andykessler.com/andy\\_kessler/2008/05/ws-j-the-war-for.html](http://www.andykessler.com/andy_kessler/2008/05/ws-j-the-war-for.html)

[http://www.infoworld.com/article/09/02/03/Sun\\_to\\_take\\_to\\_the\\_cloud\\_1.html?source=NLCTB&cgd=2009-02-03](http://www.infoworld.com/article/09/02/03/Sun_to_take_to_the_cloud_1.html?source=NLCTB&cgd=2009-02-03)

---

## Chapter 9

---

[1] *Mobile Web*, [http://en.wikipedia.org/wiki/Mobile\\_Web](http://en.wikipedia.org/wiki/Mobile_Web)

[2] *The timeline of mobile phones*, <http://www.phonehistory.co.uk/mobile-phones-timeline.html>

[3] *Selling the Cell Phone, Part 1: History of Cellular Phones*, M. Bellis, <http://inventors.about.com/library/weekly/aa070899.htm>

[4] *1G, 2G, 3G, 4G*, J. Shepler, [http://searchmobilecomputing.techtarget.com/generic/0,295582,sid40\\_gci1078079,00.html](http://searchmobilecomputing.techtarget.com/generic/0,295582,sid40_gci1078079,00.html)

[5] *2G*, <http://en.wikipedia.org/wiki/2G>

[6] *Wireless Application Protocol*, [http://en.wikipedia.org/wiki/Wireless\\_Application\\_Protocol](http://en.wikipedia.org/wiki/Wireless_Application_Protocol)

[7] *GSM*, <http://en.wikipedia.org/wiki/GSM>

[8] *iPhone Q&A*, <http://www.everyipod.com/iphone-faq/iphone-edge-3g-support-difference-between-edge-and-3g-mvno.html>

[9] *3G*, <http://en.wikipedia.org/wiki/3G>

[10] *Bluetooth*, <http://en.wikipedia.org/wiki/Bluetooth>

[11] *Satellite Phone*, [http://en.wikipedia.org/wiki/Satellite\\_phone](http://en.wikipedia.org/wiki/Satellite_phone)

[12] *4G*, <http://en.wikipedia.org/wiki/4G>

[13] *Martin Cooper—History of Cell Phone*, [http://inventors.about.com/cs/inventorsalphabet/a/martin\\_cooper.htm](http://inventors.about.com/cs/inventorsalphabet/a/martin_cooper.htm)

[14] *casio pf-3000*, <http://www.voidware.com/calcs/pf3000.htm>

[15] *Personal digital assistant*, [http://en.wikipedia.org/wiki/Personal\\_digital\\_assistant](http://en.wikipedia.org/wiki/Personal_digital_assistant)

[16] *What Makes a Smartphone Smart?* L. Cassavoy, [http://smartphones.about.com/od/smartphonebasics/a/what\\_is\\_smart.htm](http://smartphones.about.com/od/smartphonebasics/a/what_is_smart.htm)

[17] *Pocket Computing*, <http://cdecas.free.fr/computers/pocket/simon.php>

- [18] *Smartphone*, <http://en.wikipedia.org/wiki/Smartphone>
- [19] *Nokia 9000-additional pictures*, <http://mobile.softpedia.com/phonePictures/8>
- [20] *Mobile device*, [http://en.wikipedia.org/wiki/Mobile\\_device](http://en.wikipedia.org/wiki/Mobile_device)
- [21] *IDC Finds Slower Growth in the Mobile Phone Market in 2007 While Samsung Captures the Number Two Position For the Year*, <http://www.idc.com/getdoc.jsp;jsessionid=LTQOIV4H4ODDCCQJAFICFFAKBEAUMIWD?containerId=prUS21053908>
- [22] *Most popular Nokia mobile phones for Q4 2007*, <http://ukphonenews.co.uk/most-popular-nokia-mobile-phones-for-q4-2007/>
- [23] <http://www.nokiausa.com/find-products/phones/nokia-e90-communicator/>  
specifications Note: Click on Display
- [24] *BlackBerry Storm review: Inelegant touch screen doesn't live up to the hype*, J. Rauschert, [http://www.mlive.com/flintjournal/index.ssf/2008/11/blackberry\\_storm.html](http://www.mlive.com/flintjournal/index.ssf/2008/11/blackberry_storm.html)
- [25] *BlackBerry® Storm™ smartphone in detail*, <http://blackberry.vodafone.co.uk/storm/specifications/>
- [26] *Verizon officially debuts RIM BlackBerry Storm*, <http://news.cnet.com/verizon-officially-debuts-rim-blackberry-storm/>
- [27] *BlackBerry Storm: Can it beat the iPhone?* <http://www.telegraph.co.uk/finance/yourbusiness/businessesstechnology/3248117/BlackBerry-Storm-Can-it-beat-the-iPhone.html>
- [28] <http://www.blackberry.com/blackberrystorm/>
- [29] *The iPhone PocketGuide, Third Edition*, C. Breen, <http://cisco.safaribooksonline.com/9780321603982/ch01>
- [30] *iPhone vs iPhone 3G*, <http://www.techwarelabs.com/reviews/phones/iPhone-vs-iPhone3G/>
- [31] <http://www.apple.com/iphone/gallery/#image3>
- [32] *Nokia E90 Communicator*, <http://www.nokiausa.com/A4486902>
- [33] *BlackBerry Storm Features*, <http://www.blackberry.com/blackberrystorm/features.shtml>
- [34] *iPhone3G*, <http://www.apple.com/iphone/features/>
- [35] *Microsoft® Mobile Development Handbook*, A. Wigley et. al., <http://cisco.safaribooksonline.com/9780735623583>
- [36] *AT&T Wants More Web-Enabled Devices*, L. Holson, <http://bits.blogs.nytimes.com/2008/10/17/att-wants-more-web-enabled-devices/>
- [37] *Now You're Talking*, J. Borzo, [http://money.cnn.com/magazines/business2/business2\\_archive/2007/02/01/8398978/index.htm](http://money.cnn.com/magazines/business2/business2_archive/2007/02/01/8398978/index.htm)
- [38] *Roaming*, <http://en.wikipedia.org/wiki/Roaming>

- [39] [http://www.nmci.ca/index\\_files/gps\\_diagram.htm](http://www.nmci.ca/index_files/gps_diagram.htm)
- [40] *What is GPS?* <http://www8.garmin.com/aboutGPS/>
- [41] *E911*, <http://www.webopedia.com/TERM/E/E911.html>
- [42] *Introduction to Mobile Devices*, [http://www.webopedia.com/quick\\_ref/mobile\\_OS.asp](http://www.webopedia.com/quick_ref/mobile_OS.asp)
- [43] *Mobile operating system*, [http://en.wikipedia.org/wiki/Mobile\\_operating\\_system](http://en.wikipedia.org/wiki/Mobile_operating_system)
- [44] *Global smart phone shipments rise 28%*, <http://www.canalys.com/pr/2008/r2008112.htm>
- [45] *Symbian Developer Network*, <http://developer.symbian.com/main/index.jsp>
- [46] *Binary Runtime Environment for Wireless*, <http://en.wikipedia.org/wiki/BREW>
- [47] *Java Platform*, Micro Edition,
- [48] *Android* (operating system), [http://en.wikipedia.org/wiki/Google\\_Android](http://en.wikipedia.org/wiki/Google_Android)
- [49] *Eclipse*, <http://www.eclipse.org/org/>  
[http://en.wikipedia.org/wiki/Java\\_Platform,\\_Micro\\_Edition](http://en.wikipedia.org/wiki/Java_Platform,_Micro_Edition)
- [50] *Defining an industry standard for mobile application development platform*, <http://ianskerrett.wordpress.com/2008/11/12/defining-an-industry-standard-for-mobile-application-development-platform/>
- [51] *Ajax (programming)*, <http://en.wikipedia.org/wiki/AJAX>
- [52] *Web application*, [http://en.wikipedia.org/wiki/Web\\_applications](http://en.wikipedia.org/wiki/Web_applications)
- [53] *Dev Shed Lounge*, <http://forums.devshed.com/dev-shed-lounge-26/web-application-vs-web-service-63625.html>
- [54] <http://www.apple.com/>
- [55] *Web apps*, <http://www.apple.com/webapps/whatarewebapps.html>
- [56] *Calculate: Most popular*, [http://www.apple.com/webapps/calculate/index\\_top.html](http://www.apple.com/webapps/calculate/index_top.html)
- [57] *Entertainment: Most popular*, [http://www.apple.com/webapps/entertainment/index\\_top.html](http://www.apple.com/webapps/entertainment/index_top.html)
- [58] *Games: Most popular*, [http://www.apple.com/webapps/games/index\\_top.html](http://www.apple.com/webapps/games/index_top.html)
- [59] *News: Most popular*, [http://www.apple.com/webapps/news/index\\_top.html](http://www.apple.com/webapps/news/index_top.html)
- [60] *Productivity: Most popular*, [http://www.apple.com/webapps/productivity/index\\_top.html](http://www.apple.com/webapps/productivity/index_top.html)
- [61] *Search Tools: Most popular*, [http://www.apple.com/webapps/searchtools/index\\_top.html](http://www.apple.com/webapps/searchtools/index_top.html)
- [62] *Social Networking: Most popular*, [http://www.apple.com/webapps/socialnetworking/index\\_top.html](http://www.apple.com/webapps/socialnetworking/index_top.html)
- [63] *Sports: Most popular*, [http://www.apple.com/webapps/sports/index\\_top.html](http://www.apple.com/webapps/sports/index_top.html)

- [64] *Travel: Most popular*, [http://www.apple.com/webapps/travel/index\\_top.html](http://www.apple.com/webapps/travel/index_top.html)
- [65] *Utilities: Most popular*, [http://www.apple.com/webapps/utilities/index\\_top.html](http://www.apple.com/webapps/utilities/index_top.html)
- [66] *Weather: Most popular*, [http://www.apple.com/webapps/weather/index\\_top.html](http://www.apple.com/webapps/weather/index_top.html)
- [67] *App Store*, <http://www.apple.com/iphone/features/appstore.html>
- [68] *WebApps Dev Center*, <http://developer.apple.com/webapps/>
- [69] *iPhone Web Application Submission*, <https://daw.apple.com/cgi-bin/WebObjects/DSAuthWeb.woa/wa/login?appIdKey=D534F5C413E680ACBC861EE8025883117C9705F90893AF782751628F0291F620&path=/iphone/index.php>
- [70] *Yahoo! Mobile*, <http://mobile.yahoo.com/>
- [71] *The simplest way to get answers: just ask*, <http://mobile.yahoo.com/onesearch/voice>
- [72] *Review: Yahoo Go Version 2—Including GPS Support*, <http://www.berryreview.com/2007/06/27/review-yahoo-go-version-2-including-gps-support/>
- [73] *Michigan Launches Mobile Web Portal*, <http://www.govtech.com/gt/articles/98747>
- [74] <http://www.michigan.gov/>
- [75] *Netbiscuits Announces Winners to Mobile Web Developer Challenge at Yankee Group's Mobile Internet World*, <http://www.marketwatch.com/news/story/Netbiscuits-Announces-Winners-Mobile-Web/story.aspx?guid=%7B9467EBB5-D5BC-4ABD-8280-7B857DB7314C%7D>
- [76] <http://usaftbirds.mobi/>
- [77] *Wireless application service provider*, [http://searchmobilecomputing.techtarget.com/sDefinition/0,,sid40\\_gci342916,00.html](http://searchmobilecomputing.techtarget.com/sDefinition/0,,sid40_gci342916,00.html)
- [78] *Wireless Network Services and Application Providers*, [http://www.mobileinfo.com/links/wrls\\_net\\_services/W-ASPs.htm](http://www.mobileinfo.com/links/wrls_net_services/W-ASPs.htm)
- [79] *Industry Solutions*, <http://www.air2web.com/solutions.html>
- [80] *Solutions*, <http://www.mobileaware.com/solutions.jsp>
- [81] *Solutions Overview*, <http://www.viryonet.com/solutions/overview/>
- [82] *Industry Analysts*, <http://www.mobileaware.com/testimonials.jsp>
- [83] *Mobile social network*, [http://en.wikipedia.org/wiki/Mobile\\_social\\_network](http://en.wikipedia.org/wiki/Mobile_social_network)
- [84] *The Truth About Profiting from Social Networking*, P. Rutledge, <http://cisco.safaribooksonline.com/9780768684438/ch47>
- [85] <http://www.dodgeball.com/>
- [86] <http://m.facebook.com/>
- [87] *Mobile*, <http://www.facebook.com/help.php?page=432>
- [88] <http://www.juicercaster.com/>

- [89] *JuiceCaster*, <http://en.wikipedia.org/wiki/JuiceCaster>
- [90] <http://www.loopt.com/>
- [91] <http://www.mig33.com/>
- [92] <http://www2.mkade.com/>
- [93] *Mobikade*, <http://en.wikipedia.org/wiki/Mobikade>
- [94] <http://www.mobimii.com/>
- [95] <http://www.mocospace.com/>
- [96] [m.myspace.com](http://m.myspace.com)
- [97] <http://www.myspace.com/index.cfm?fuseaction=mobile>
- [98] VOGUE Magazine Mobilizes Fashion Videos Using JuiceCaster's Mobile Video Search, <http://www.reuters.com/article/pressRelease/idUS140433+22-Jan-2008+BW20080122>
- [99] Flutter: Unlimited Picture Messages on the iPhone, <http://www.juicecaster.com/flutter/>
- [100] *I Saw The Future of Social Networking The Other Day*, M. Arrington, <http://www.techcrunch.com/2008/04/09/i-saw-the-future-of-social-networking-the-other-day/>
- [101] *Cisco Mobile Web*, S. Lau, <http://zed.cisco.com/confluence/display/MKTGWEB/Cisco+Mobile+Web>
- [102] *Cisco Mobile Web*, S. Lau, <http://zed.cisco.com/confluence/download/attachments/110314/MobilityMarketingOverview12Jun06+v2.ppt?version=1>
- [103] <http://www.cisco.com/web/mobile/index.html>
- [104] *CISCO Text Messaging Subscription (SMS)*, <http://www.cisco.com/web/mobile/sms.html>
- [105] *Email re: Cisco Mobile Usage*, F. Murphy, 1/21/09
- [106] *Smartphone Project*, <http://wikicentral.cisco.com/confluence/display/PROJECT/Smartphone+Project>
- [107] Check Your Email and Calendar Anywhere, Anytime, [http://wwwin.cisco.com/data-shared/cec/rendered\\_news/html/channels/1/8/102811.shtml](http://wwwin.cisco.com/data-shared/cec/rendered_news/html/channels/1/8/102811.shtml)
- [108] *Mobile CEC Services*, <http://wwwin.cisco.com/webdev/mobile/services.shtml>
- [109] <http://wwwin.cisco.com/cec/mobile/>
- [110] Mobile Sales Information Services Executive Briefing Center Preso for Pfizer, S. Bouchard, Nov 2007.
- [111] *Mobile Phones*, <http://wwwin.cisco.com/it/services/mobilephones/index.shtml>

- [112] *Cisco Unified Mobile Communicator (CUMC) 3.1*, <http://www.win.cisco.com/it/new/cumc.shtml>
- [113] *Cisco to Combine Google's Android, UC and Enterprise 2.0*, D. Greenfield, <http://blogs.zdnet.com/Greenfield/?p=182>
- [114] *MacWorld Kudos to the Cisco WebEx Team*, [http://blogs.cisco.com/webexperience/comments/macworld\\_kudos\\_to\\_the\\_cisco\\_webex\\_team/](http://blogs.cisco.com/webexperience/comments/macworld_kudos_to_the_cisco_webex_team/)
- [115] *Nokia cuts mobile web services forecast*, <http://www.fiercemobilecontent.com/story/nokia-cuts-mobile-web-services-forecast/2008-12-05>
- [116] *GOP issues rules to avoid Macaca moments*, C. Budoff, <http://www.politico.com/news/stories/0607/4483.html>

---

## Chapter 10

---

- [1] *History and Culture*, <http://www.win-tools.cisco.com/exec/comm/etl/tools/page/cbook#a=0>
- [2] *What is Web 2.0*, T. O'Reilly, <http://www.oreillynet.com/pub/a/oreilly/tim/news/2005/09/30/what-is-web-20.html>, September 2005
- [3] *Web 2.0 Compact Definition: Trying Again*, T. O'Reilly, <http://radar.oreilly.com/archives/2006/12/web-20-compact-definition-tryi.html>, December 2006
- [4] *Cisco Corporate Story*, <http://www.win-tools.cisco.com/exec/comm/etl/tools/page/cbook#a=0>
- [5] *How Cisco's CEO John Chambers is Turning the Tech Giant Socialist*, E. McGirt, <http://www.fastcompany.com/magazine/131/revolution-in-san-jose.html>
- [6] *The Next Frontier in Collaboration: Transforming How Cisco and Channel Partners Work*, [http://sjc-fs2-web/wg-u/us-c\\_web/Published/us-canada/uscpo/docs/Channels\\_Collaboration\\_Case\\_Study.pdf](http://sjc-fs2-web/wg-u/us-c_web/Published/us-canada/uscpo/docs/Channels_Collaboration_Case_Study.pdf)
- [7] *CBTV: Web 2.0*, [http://www.win-tools.cisco.com/exec/comm/etl/tools/siena/media/video/2007/dr-144/CBTV\\_Web\\_2\\_0.mp4](http://www.win-tools.cisco.com/exec/comm/etl/tools/siena/media/video/2007/dr-144/CBTV_Web_2_0.mp4)
- [8] *Cisco's \$1 Billion Web Site*, J. Froom, *CommunicationsWeek*, <http://www.comweek.com>
- [9] *Letter from CIO Communications, In. to Matthew Burns, Content Program Manager, Cisco Systems Inc, 7 May 1997*
- [10] *Cisco Employee Connection Among World's Best Intranets*, [http://www.win.cisco.com/data-shared/cec/rendered\\_news/html/channels/1/5/101010.shtml](http://www.win.cisco.com/data-shared/cec/rendered_news/html/channels/1/5/101010.shtml)
- [11] *Web 2.0 Enterprise Experience*, M. Burns, *4<sup>th</sup> Intranet Week—Driving Intranet Success and Value with New Technologies and Innovative Strategies*, <http://workspace/Livelihood/livelihood.exe?func=ll&objId=25464530&objAction=Open>

- [12] *Blogs*, <http://www.win.cisco.com/cisco/ccoe/technologies/blogs.shtml>
- [13] *Email from S. Canny dated 2 February 2008 Subject: wwwin-blogs-metrics.xls*
- [14] *C-Scape, CES and Market Transitions On My Mind*, [http://www.win-blogs.cisco.com/chambers/entry/c\\_scape\\_ces\\_and\\_market](http://www.win-blogs.cisco.com/chambers/entry/c_scape_ces_and_market)
- [15] *It's Showtime for Blogs*, J. King, Worldwide Sales Collaboration Board, February 2008
- [16] *Blogs*, D. Bell, CA Learning Series, [http://www.win.cisco.com/CustAdv/orgs/svcs\\_mkt/cawebteam/web2.0/ppt/blogs.ppt](http://www.win.cisco.com/CustAdv/orgs/svcs_mkt/cawebteam/web2.0/ppt/blogs.ppt), July 2008
- [17] *Cisco.com*, <http://www.cisco.com>
- [18] *Forum Home*, D. Govoni, <http://www.win-forums.cisco.com/thread.jspa?threadID=10612&tstart=0>
- [19] *PR News' Legal PR Awards 2008*, [http://www.prnewsonline.com/awards/legal/winners\\_2008.html](http://www.prnewsonline.com/awards/legal/winners_2008.html)
- [20] *Cisco, Dell Blogs Feud over FCoE vs. iSCSI*, R. Miller, <http://www.datacenterknowledge.com/archives/2008/04/14/cisco-dell-blogs-feud-over-fcoe-vs-iscsi/>
- [21] *Blogs*, A. Piese, CA Learning Series, [http://www.win.cisco.com/CustAdv/orgs/svcs\\_mkt/cawebteam/web2.0/ppt/blogs.ppt](http://www.win.cisco.com/CustAdv/orgs/svcs_mkt/cawebteam/web2.0/ppt/blogs.ppt), July 2008
- [22] *Discussion Forums*, [http://www.win.cisco.com/cisco/ccoe/technologies/collabsocial\\_discussionforums.shtml](http://www.win.cisco.com/cisco/ccoe/technologies/collabsocial_discussionforums.shtml)
- [23] *Email from L. Dixon dated 1 February 2009 Subject: CCoE Monthly Statistics*
- [24] *Discussion Forums*, M. Barry, CA Learning Series, [http://www.win.cisco.com/CustAdv/orgs/svcs\\_mkt/cawebteam/web2.0/ppt/forums.ppt](http://www.win.cisco.com/CustAdv/orgs/svcs_mkt/cawebteam/web2.0/ppt/forums.ppt), July 2008
- [25] *Cisco Green Governance*, <http://www.win.cisco.com/cisco/green/governance>
- [26] *Discussion Forums > Let's Talk Cisco Green*, <http://www.win-forums.cisco.com/category.jspa?categoryID=11>
- [27] *Discussion Forums*, K. Denis, CA Learning Series, [http://www.win.cisco.com/CustAdv/orgs/svcs\\_mkt/cawebteam/web2.0/ppt/forums.ppt](http://www.win.cisco.com/CustAdv/orgs/svcs_mkt/cawebteam/web2.0/ppt/forums.ppt), July 2008
- [28] *Discussion Forums*, <http://www.win-forums.cisco.com/index.jspa?categoryID=1>
- [29] *Discussion Forums > WebEx Connect*, <http://www.win-forums.cisco.com/category.jspa?categoryID=292>
- [30] *Discussion Forums > WebEx Connect > Cisco Mailer BulkInvite Widget*, <http://www.win-forums.cisco.com/thread.jspa?threadID=14165&tstart=0>
- [31] *Discussion Forums*, K. Orton, CA Learning Series, [http://www.win.cisco.com/CustAdv/orgs/svcs\\_mkt/cawebteam/web2.0/ppt/forums.ppt](http://www.win.cisco.com/CustAdv/orgs/svcs_mkt/cawebteam/web2.0/ppt/forums.ppt), July 2008
- [32] *Linksys Gets Shaken, a Community Is Stirred: How Lithium Technologies' online community-based CRM solution saved Christmas*, L. McKay, <http://www.destinationcrm.com/Articles/Columns-Departments/REAL-ROI/Linksys-Gets-Shaken,-a-Community-Is-Stirred-49190.aspx>

- [33] *Dashboard > Project: Mgr Portal*, <http://zed.cisco.com/confluence/display/PRTL/2008-Jan-9+Manager+Portal+Transition>
- [34] *Wiki...wiki...wiki*, C. Tobias, CA Learning Series, [http://wwwin.cisco.com/CustAdv/orgs/svcs\\_mkt/cawebteam/web2.0/ppt/wiki.ppt](http://wwwin.cisco.com/CustAdv/orgs/svcs_mkt/cawebteam/web2.0/ppt/wiki.ppt), July 2008
- [35] *i-zone*, [https://na5.brightidea.com/ct/c\\_es.bix?a=OD619](https://na5.brightidea.com/ct/c_es.bix?a=OD619)
- [36] *Collaboratory*, <http://collaboratory.cisco.com/confluence/display/CAWIKI/Home>
- [37] *Collaboratory: CA Strategy Home*, <http://collaboratory.cisco.com/confluence/display/CASTR/Home>
- [38] *Wiki...wiki...wiki*, P. Tam, CA Learning Series, [http://wwwin.cisco.com/CustAdv/orgs/svcs\\_mkt/cawebteam/web2.0/ppt/wiki.ppt](http://wwwin.cisco.com/CustAdv/orgs/svcs_mkt/cawebteam/web2.0/ppt/wiki.ppt), July 2008
- [39] *Collaborate Across Cisco Award for Mac-Wiki*, P. Chou, [http://wwwin-blogs.cisco.com/pchiou/entry/collaborate\\_across\\_cisco\\_award\\_for](http://wwwin-blogs.cisco.com/pchiou/entry/collaborate_across_cisco_award_for)
- [40] *WebEx Connect Community*, <http://wikicentral.cisco.com/confluence/display/GENERAL/WebEx+Connect+Community>
- [41] *People (Directory) Help New Features*, <http://wwwin.cisco.com/dir/help/features.shtml>
- [42] *Collaboration Tools: Ciscopedia*, <http://ciscopedia.cisco.com/display/cpda/Ciscopedia>
- [43] *Relational Navigation, Directory 3.0 & Ciscopedia*, J. Beno, [http://wwwin-blogs.cisco.com/jbeno/entry/relational\\_navigation\\_directory\\_3\\_0](http://wwwin-blogs.cisco.com/jbeno/entry/relational_navigation_directory_3_0), September 2007
- [44] *Ciscopedia, APedia, & Salespedia*, N. Dudhorria, CA Learning Series, [http://wwwin.cisco.com/CustAdv/orgs/svcs\\_mkt/cawebteam/web2.0/ppt/ciscopedia.ppt](http://wwwin.cisco.com/CustAdv/orgs/svcs_mkt/cawebteam/web2.0/ppt/ciscopedia.ppt), July 2008
- [45] *Time spent searching cuts into company productivity*, D. Dubie, <http://www.networkworld.com/news/2006/102006-search-cuts-productivity.html>
- [46] *Cisco Employee Connection C-Vision*, <http://wwwin-cvision.cisco.com/>
- [47] *Video Sharing (C-Vision)*, <http://wwwin.cisco.com/cisco/ccoe/technologies/cvision.shtml>
- [48] *Email from L. Dixon dated 4 February 2009 Subject: CBS Utilization Summary January 2009*
- [49] *Corporate Communications Architecture*, <http://wwwin.cisco.com/corpcom/arch/index.shtml>
- [50] *Communication and Collaboration IT*, <http://wwwin.cisco.com/it/ccit/>
- [51] *Communications Center of Excellence*, <http://wwwin.cisco.com/cisco/ccoe/>
- [52] *C&C Utilization Metrics > Chambers Collaboration Reports > 2009\_Jan\_COLLAB*, [http://team.cisco.com/sites/ccoe/metrics/Chambers%20Monthly%20Collab%20Reports/2009\\_Jan\\_COLLAB.ppt](http://team.cisco.com/sites/ccoe/metrics/Chambers%20Monthly%20Collab%20Reports/2009_Jan_COLLAB.ppt)

- [53] *C&C Board Members 13 October 2008*, WebEx Connect > Files > CC Board of Directors
- [54] *Cisco Company Meeting, 12 February 2009*, <http://www.win.cisco.com/corpcom/arch/ciscotv/index.shtml>
- [55] *Strip for Feb 22, 2009*, <http://www.dilbert.com/strips/comic/2009-02-22/>
- [56] *Second Life*, <http://zed.cisco.com/confluence/display/LLSL/Second+Life+at+Cisco>
- [57] *New Media: Second Life*, [http://www.win.cisco.com/corpcom/newmedia/second\\_life.shtml](http://www.win.cisco.com/corpcom/newmedia/second_life.shtml)
- [58] *The End of Second Life*, O. Thomas, <http://valleywag.gawker.com/5158190/the-end-of-second-life>
- [59] *Email from J. Grobb dated 12 March 2009 Subject: None Attachment: Internet Evolution.pptx*

---

## Chapter 11

---

- [1] *Sales 2.0 FOR DUMMIES—Sales 2.0 Conference Special Edition*, Thompson, D. & Kao, L. (2008) Hoboken, NJ: Wiley Publishing, Inc.
- [2] *Connecting People, Communities, and Information*, [http://www.win.cisco.com/data-shared/cec/rendered\\_news/html/channels/1/8/204871.shtml](http://www.win.cisco.com/data-shared/cec/rendered_news/html/channels/1/8/204871.shtml)
- [3] *Enterprise & Mid-Market Solutions Marketing Enterprise Architecture*, <http://www.win.cisco.com/enterprise/sona/>
- [4] *Mobile Sales Information Services Executive Briefing Center Preso for Pfizer*, S. Bouchard, Nov 2007.
- [5] *WWSPS Community > MSIS > Mobility for Sales > Mobility for Sales Partnership*, <http://team.cisco.com/sites/WWSPS/msis/Mobility%20for%20Sales/Mobility%20for%20Sales%20Partnership.aspx>
- [6] *Mobile Sales Information Services Opportunity Roadmap*, <http://team.cisco.com/sites/WWSPS/msis/Shared%20Documents/MSIS%20Opportunity%20Roadmap.ppt>
- [7] *WWSPS Community > Explorers*, <http://team.cisco.com/sites/WWSPS/explorers/default.aspx>
- [8] *WWSPS Community > Explorer > Capability Requirements*, <http://team.cisco.com/sites/WWSPS/webexconnect/Lists/Web%20WebEx%20Connect%20Capability%20Requirements1/AllItems.aspx>
- [9] *Introduction to Mashups and Use Case Templates*, S. Bouchard, N. Trevino and M. Hosseini, <http://workspace/Livelihood/livelihood.exe?func=ll&objId=28339469&objAction=Open>
- [10] *WWSPS Community > MSIS > Mobility for Sales > Mobile MBR L1*, <http://team.cisco.com/sites/WWSPS/msis/Mobility%20for%20Sales/Mobile%20MBR%20L1.aspx>

- [11] *WWSPS Community > Sales 2.0 > Salespedia Overview > Home*, <http://team.cisco.com/sites/WWSPS/Sales20/Salespedia%20Wiki/Home.aspx>
- [12] *WWSPS Community > Sales 2.0 > Salespedia*, <http://team.cisco.com/sites/WWSPS/Sales20/Lists/Salespedia/AllItems.aspx>
- [13] *Collaboration Tools: Ciscopedia*, <http://ciscopedia.cisco.com/display/cpda/Ciscopedia>
- [14] *Cisco WebEx Connect Vision Widget Roadmap*, <http://workspace/Livelihood/livelihood.exe?func=ll&objId=28936737&objAction=Open>
- [15] *WWSPS Community > WebEx Connect > WebEx Connect Capability Inventory*, <http://team.cisco.com/sites/WWSPS/webexconnect/Lists/WebEx%20Connect%20Capability%20Inventory/AllItems.aspx>
- [16] *WWSPS Community > WebEx Connect > WebEx Connect Widget Documentation*, <http://team.cisco.com/sites/WWSPS/webexconnect/Lists/WebEx%20Connect%20Widget%20Documentation/AllItems.aspx>
- [17] *WebEx Connect Early Adopter Program*, <http://wwwwin.cisco.com/it/services/webexconnect/index.shtml>
- [18] *iFeedback@Cisco*, <http://team.cisco.com/sites/WWSPS/iFeedback/default.aspx>
- [19] *innovation@cisco overview*, <http://ework.cisco.com/Livelihood/livelihood.exe?func=ll&objId=16298976&objAction=Open>
- [20] *About U.S.-Canada*, <http://wwwwin.cisco.com/us-canada/about.shtml>
- [21] *U.S.-Canada*, <http://wwwwin.cisco.com/us-canada/>
- [22] *Email from D. Rhode dated 29 June 2008 Subject: Quote*
- [23] *Sales Planning & Operations*, <http://wwwwin.cisco.com/us-canada/uscpo/>
- [24] *Scale the Power*, <http://wwwwin.cisco.com/us-canada/uscpo/stp/>
- [25] *Collaboration Training for Cisco Administrators*, <http://wwwwin.cisco.com/us-canada/uscpo/stp/collabTraining.shtml>
- [26] *Collaboration*, <http://wwwwin.cisco.com/us-canada/uscpo/collaboration/>
- [27] *Collaboration Guide*, <http://wwwwin.cisco.com/us-canada/uscpo/docs/CollaborationGuide.ppt>
- [28] *Collaboration White Papers and Use Cases*, <http://wwwwin.cisco.com/us-canada/uscpo/collaboration/salestools.shtml>
- [29] *Email from E. Culver dated 13 February 2009 Subject: Collaboration Cockpit*
- [30] *C&C Utilization Metrics > Chambers Collaboration Reports > 2009\_Jan\_COLLAB*, [http://team.cisco.com/sites/ccoe/metrics/Chambers%20Monthly%20Collab%20Reports/2009\\_Jan\\_COLLAB.ppt](http://team.cisco.com/sites/ccoe/metrics/Chambers%20Monthly%20Collab%20Reports/2009_Jan_COLLAB.ppt)
- [31] *Customer Value Chain Management (CVC) Framework*, presented at CCoE Business Solutions Consortium, 19 Feb 2009

- [32] *U.S.-Canada Collaboration Metrics*, S. Bouchard, 19 Feb 2009, [http://sjc-fs2-web/wg-u/us-c\\_web/Published/us-canada/uscpo/collaboration/USCanadaCollaborationMetrics.ppt](http://sjc-fs2-web/wg-u/us-c_web/Published/us-canada/uscpo/collaboration/USCanadaCollaborationMetrics.ppt)
- [33] *U.S.-Canada Web 2.0 Committee January 2009*, [http://sjc-fs2-web/wg-u/us-c\\_web/Published/us-canada/uscpo/collaboration/USC\\_Web\\_20\\_Committee.ppt](http://sjc-fs2-web/wg-u/us-c_web/Published/us-canada/uscpo/collaboration/USC_Web_20_Committee.ppt)
- [34] *Email from C. Schenck dated 4 February 2009 Subject: WWSCB Members*
- [35] *About AT*, <http://wwwin.cisco.com/us-canada/at/about.shtml>
- [36] *SOAR Mission-Vision*, <http://wwwin.cisco.com/us-canada/at/docs/soar/mission-vision.ppt>
- [37] *SOAR*, <http://wwwin.cisco.com/us-canada/at/soar/>
- [38] *Technology Solutions Network*, <http://wwwin.cisco.com/WWSales/wwops/techops/tsn/>
- [39] *Technology Solutions Network (TSN Overview)*, [http://gsops-wiki.cisco.com/confluence/download/attachments/2785292/TSN\\_Overview.ppt](http://gsops-wiki.cisco.com/confluence/download/attachments/2785292/TSN_Overview.ppt)
- [40] *SE Connection*, <http://wwwin.cisco.com/WWSales/wwops/techops/>
- [41] *Email from S. Bouchard dated 29 August 2006 Subject: Connected Communities Background*
- [42] *vSearch Spotlight*, <http://wwwin.cisco.com/us-canada/uscpo/stp/vSearch.shtml>
- [43] *Fidelity Canada SOAR Program Overview*, P. Romzek, M. LaManna, E. Renfer, <http://wwwin.cisco.com/us-canada/at/soar/docs/livelihood/FidelityCanada.ppt>
- [44] *Collaboration Connection Radio*, [http://wwwin.cisco.com/voice/news/executives/collaboration\\_connection/index.shtml](http://wwwin.cisco.com/voice/news/executives/collaboration_connection/index.shtml)
- [45] *Five to Thrive*, <http://wwwin.cisco.com/us-canada/five2thrive/>
- [46] *Introducing the Five to Thrive Program*, D. Rhode, [http://wwwin-blogs.cisco.com/drhode/entry/introducing\\_the\\_five\\_to\\_thrive](http://wwwin-blogs.cisco.com/drhode/entry/introducing_the_five_to_thrive)
- [47] *Thrive in Dynamic Times*, <http://www.cisco.com/en/US/netsol/ns917/index.html>
- [48] *Save to Invest*, <http://www.cisco.com/en/US/netsol/ns918/index.html>
- [49] *Unlock Employee Potential*, <http://www.cisco.com/en/US/netsol/ns919/index.html>
- [50] *Drive True Customer Intimacy*, <http://www.cisco.com/en/US/netsol/ns920/index.html>
- [51] *Outpace Your Competition*, <http://www.cisco.com/en/US/netsol/ns922/index.html>
- [52] *Transition to a Borderless Enterprise*, <http://www.cisco.com/en/US/netsol/ns921/index.html>
- [53] *Continued Evolution of the Human Network Effect*, [http://wwwin.cisco.com/data-shared/cec/rendered\\_news/html/channels/1/7/202469.shtml](http://wwwin.cisco.com/data-shared/cec/rendered_news/html/channels/1/7/202469.shtml)
- [54] *Channels 3.0*, <http://wwwin.cisco.com/wwchannels/channels3.0/>

[55] Navigate to Accelerate, E. Peres, [http://www.win.cisco.com/wwchannels/download/ent/n2a\\_field\\_training.ppt](http://www.win.cisco.com/wwchannels/download/ent/n2a_field_training.ppt)

[56] *The Next Frontier in Collaboration: Transforming How Cisco and Channel Partners Work*, [http://sjc-fs2-web/wg-u/us-c\\_web/Published/us-canada/uscpo/docs/Channels\\_Collaboration\\_Case\\_Study.pdf](http://sjc-fs2-web/wg-u/us-c_web/Published/us-canada/uscpo/docs/Channels_Collaboration_Case_Study.pdf)

[57] *Cisco Partner Space*, <http://www.ciscopartnerspace.com>

[58] *Marketing*, <http://www.win.cisco.com/marketing/>

[59] *Collaboration Consortium Achieving Value from Collaboration*, [http://www.win-blogs.cisco.com/cisco-ccoe/entry/collaboration\\_consortium\\_achieving\\_value\\_from](http://www.win-blogs.cisco.com/cisco-ccoe/entry/collaboration_consortium_achieving_value_from)