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Social Networking's Next Phase

By BRAD STONE

SAN FRANCISCO, March 2 — Next week Cisco Systems, a Silicon Valley heavyweight, plans to announce one of its most unusual deals: it is buying the technology assets of Tribe.net, a mostly forgotten social networking site, according to people close to the companies' discussions.

It is a curious pairing. Cisco, with 55,000 employees, makes networking equipment for telecommunications providers and other big companies. Tribe.net, run by a company with eight employees, has been trampled by newer social sites like MySpace and Facebook.

But along with the recent purchase of a social network design firm, Five Across, the deal will give Cisco the technology to help large corporate clients create services resembling MySpace or YouTube to bring their customers together online. And that ambition highlights a significant shift in the way companies and entrepreneurs are thinking about social networks.

They look at MySpace and Facebook, with their tens of millions of users, as walled-off destinations, similar to first-generation online services like America Online, CompuServe and Prodigy. These big Web sites attract masses of people who have dissimilar interests and, ultimately, little in common.

The new social networking players, which include Cisco and a multitude of start-ups like Ning, the latest venture of the Netscape co-creator Marc Andreessen, say that social networks will soon be as ubiquitous as regular Web sites. They are aiming to create tools to let ordinary people, large companies and even presidential candidates create social Web sites tailored for their own customers, friends, fans and employees.

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What is a blog?

A blog is a great place to share your thoughts and build your own audience. You can use your blog for just about anything including:

- · Your own coverage of local music and entertainment events
- . An open diary for friends and family to keep up with your life
- A central destination for reporting on news and happenings in your community, neighborhood or street
 A sports journal of your game analysis and predictions as the season unfolds
- · Reporting on your experiences with local shopping, dining and recreational activities
- 1. Go to the Blog Settings page and give your blog a title, a tagline and an image.
- 2. Then, click on 'write new post' and enter your first blog post.
- 3. Now you're blogging!

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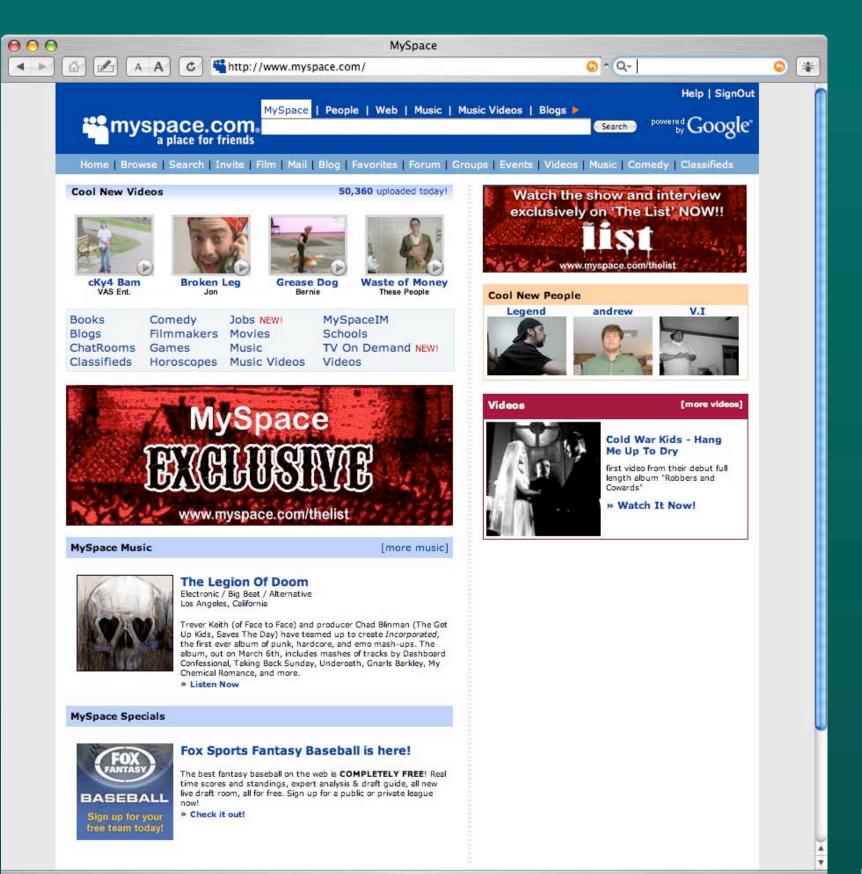
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cos'è un "social network"?

un sito in cui la
"user experience"
è migliorata dall'interazione
con altri utenti

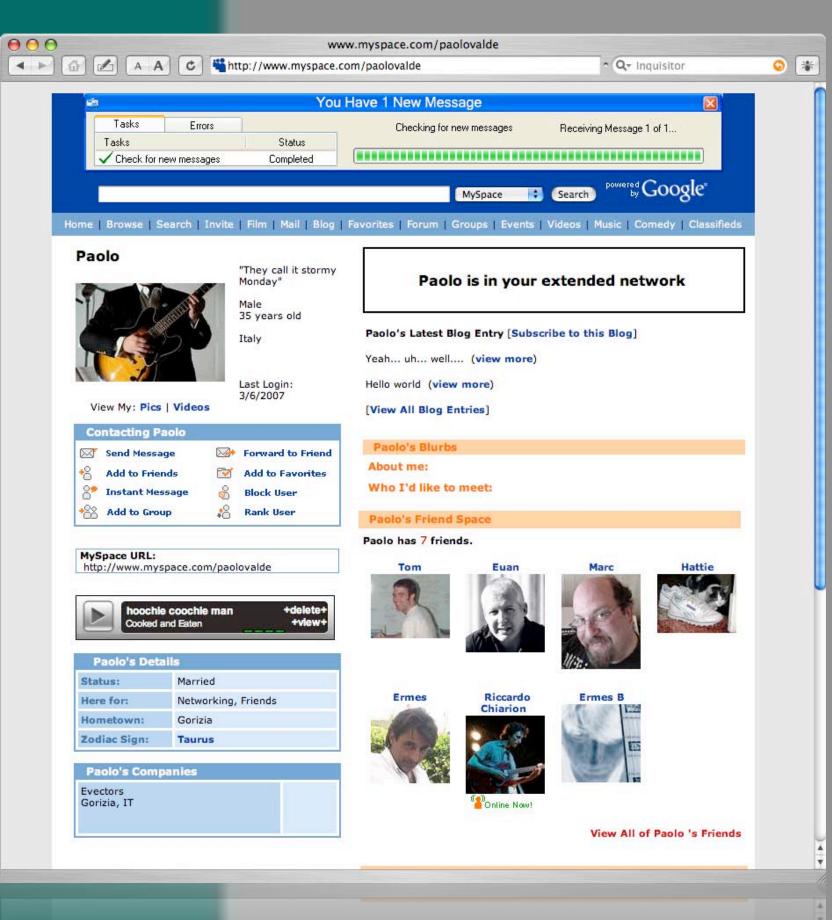




myspace.com

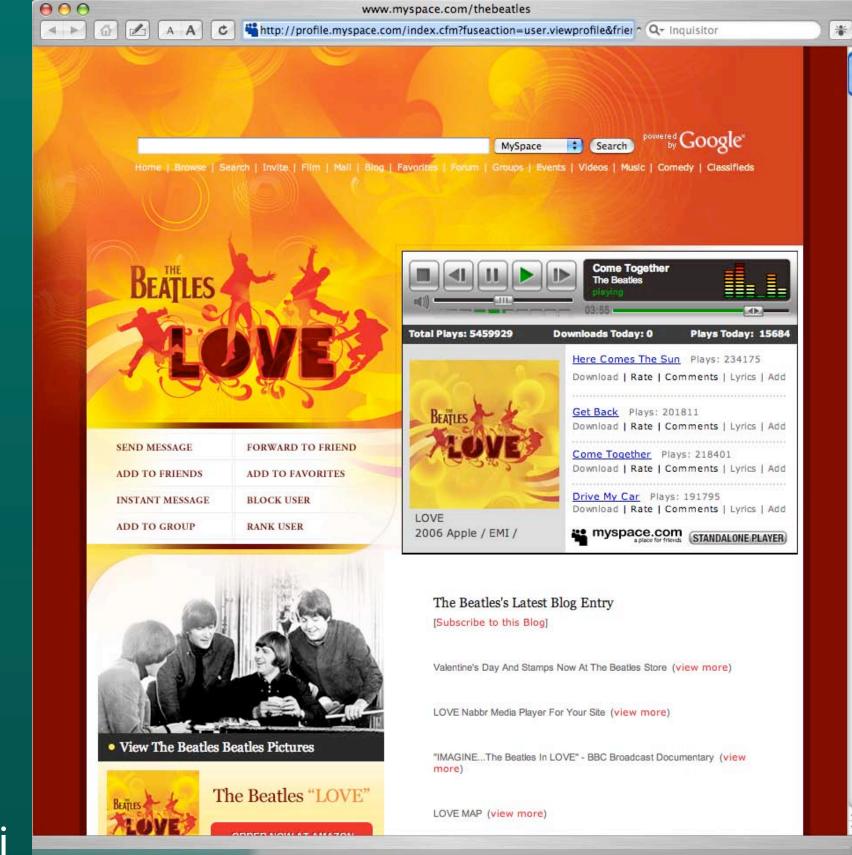


myspace.com/paolovalde

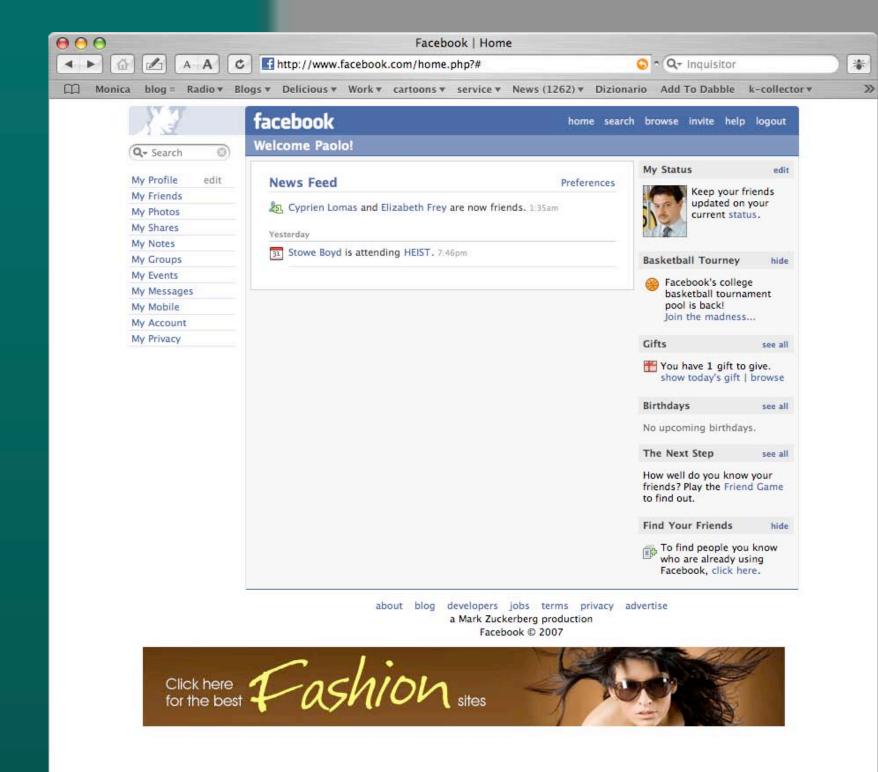




personalizzazione



ormai ci sono tutti



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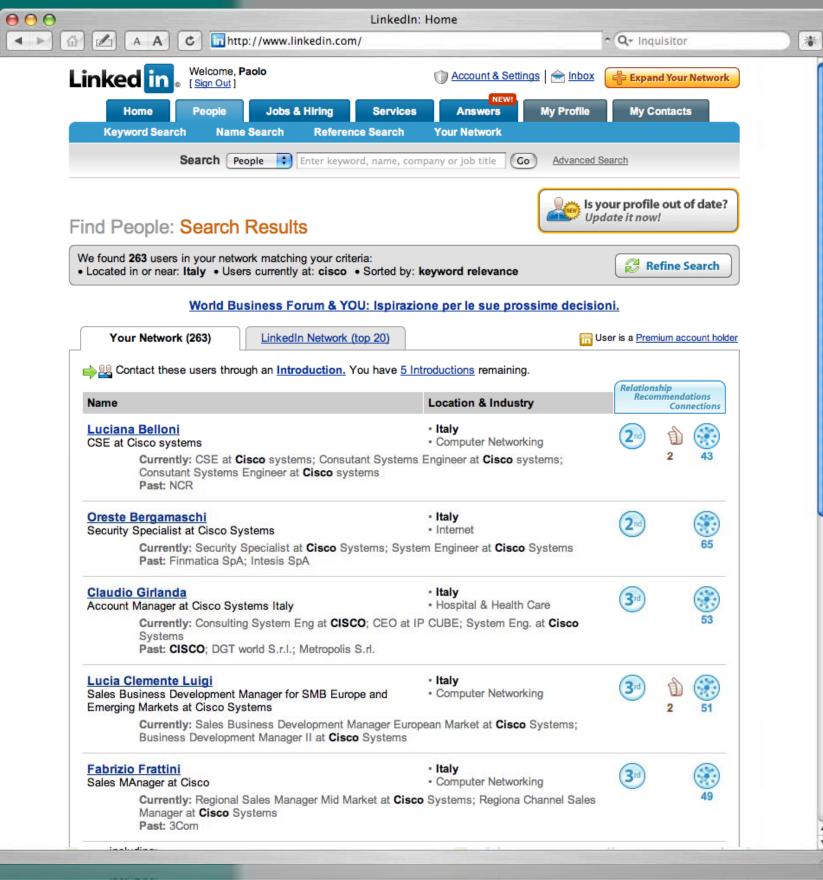
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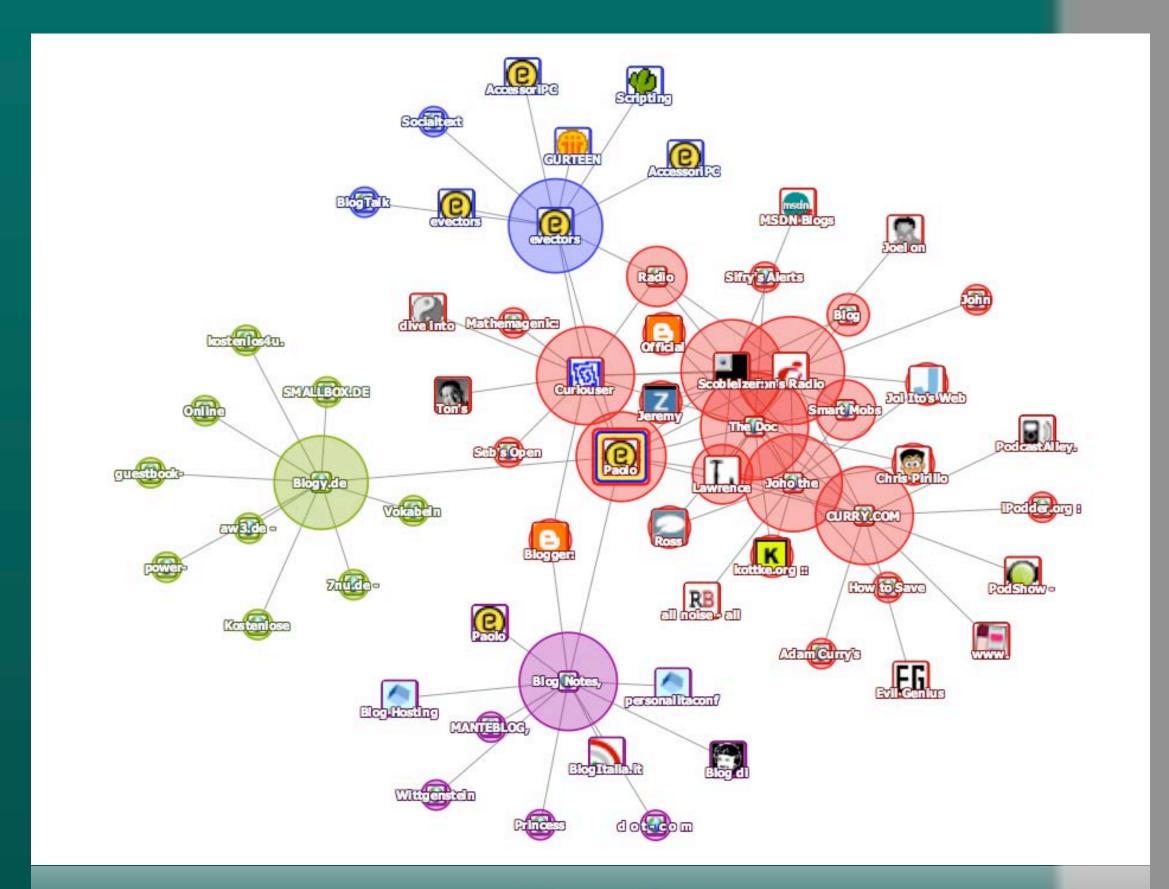
volta dovrebbe funzionare, si spera, tecnico ad Ancona e io a Milano,

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vanz browsing www.swivel.com and very fascinated, thx to Redpill about 2







Paolo Valdemarin

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