

L'evoluzione delle applicazioni di social networking

March 3, 2007

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.

sabato 3 marzo

stoweboyd's page



Share a little about yourself. Add a photo, a brief description about yourself and your interests. [Click here »](#)

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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!

POWERED BY Pluck

POWERED BY Blog.com

domenica 4 marzo

cos'è un “social network”?

un sito in cui la
“user experience”
è migliorata dall’interazione
con altri utenti



MySpace

http://www.myspace.com/

Help | SignOut

myspace.com a place for friends

MySpace | People | Web | Music | Music Videos | Blogs

powered by Google

Home | Browse | Search | Invite | Film | Mail | Blog | Favorites | Forum | Groups | Events | Videos | Music | Comedy | Classifieds

Cool New Videos 50,360 uploaded today!

cKy4 Bam VAS Ent. Broken Leg Jon Grease Dog Bernie Waste of Money These People

Watch the show and interview exclusively on 'The List' NOW!!

the list

www.myspace.com/thelist

Cool New People

Legend andrew V.I

Videos [more videos]

Cold War Kids - Hang Me Up To Dry

first video from their debut full length album "Robbers and Cowards"

» Watch It Now!

MySpace Music [more music]

The Legion Of Doom

Electronic / Big Beat / Alternative
Los Angeles, California

Trever Keith (of Face to Face) and producer Chad Blinman (The Get Up Kids, Saves The Day) have teamed up to create *Incorporated*, the first ever album of punk, hardcore, and emo mash-ups. The album, out on March 6th, includes mashes of tracks by Dashboard Confessional, Taking Back Sunday, Underoath, Gnarl Barkley, My Chemical Romance, and more.

» Listen Now

MySpace Specials

FOX FANTASY BASEBALL

Fox Sports Fantasy Baseball is here!

The best fantasy baseball on the web is **COMPLETELY FREE!** Real time scores and standings, expert analysis & draft guide, all new live draft room, all for free. Sign up for a public or private league now!

» Check it out!

myspace.com



myspace.com/paolovalde

www.myspace.com/paolovalde

http://www.myspace.com/paolovalde

Inquisitor

You Have 1 New Message

Tasks	Errors	Status
✓ Check for new messages		Completed

Checking for new messages Receiving Message 1 of 1...

MySpace Search powered by Google

Home | Browse | Search | Invite | Film | Mail | Blog | Favorites | Forum | Groups | Events | Videos | Music | Comedy | Classifieds

Paolo

"They call it stormy Monday"

Male
35 years old
Italy

Last Login: 3/6/2007

View My: [Pics](#) | [Videos](#)

Contacting Paolo

✉ Send Message	➦ Forward to Friend
➦ Add to Friends	✉ Add to Favorites
💬 Instant Message	🚫 Block User
➦ Add to Group	👤 Rank User

MySpace URL:
<http://www.myspace.com/paolovalde>

▶ **hoochie coochie man** +delete+
Cooked and Eaten +view+

Paolo's Details

Status:	Married
Here for:	Networking, Friends
Hometown:	Gorizia
Zodiac Sign:	Taurus

Paolo's Companies

Evector Gorizia, IT

Paolo is in your extended network

Paolo's Latest Blog Entry [[Subscribe to this Blog](#)]

Yeah... uh... well.... ([view more](#))

Hello world ([view more](#))

[[View All Blog Entries](#)]

Paolo's Blurbs

About me:

Who I'd like to meet:

Paolo's Friend Space

Paolo has 7 friends.

Tom 	Euan 	Marc 	Hattie
Ermes 	Riccardo Chiarion Online Now!	Ermes B 	

[View All of Paolo's Friends](#)

Loading "www.myspace.com/jimmyspace101"

http://profile.myspace.com/index.cfm?fuseaction=user.viewprofile&friendid=103925731

MySpace Search powered by Google

Home Browse Search Invite Film Mail Blog Favorites Forum
Groups Events Videos Music Comedy Classifieds

MYSACE MUSIC Music Videos | Directory | Search | Top Artists | Shows | Music Forums | Music Classifieds

Jimmy Page
Classic Rock / Classic Rock / Classic Rock

"Welcome"

Wales
United Kingdom

Profile Views: 43417

Last Login: 2/19/2007

View My: Pics |

Jimmy Page's Latest Blog Entry [Subscribe to this Blog]
[View All Blog Entries]

About Jimmy Page

JIMMY PAGE
LIMITED EDITION PORTRAIT

ABC ACTION FOR BRAZIL'S CHILDREN

The ROCK radio.com ALL ROCK ALL THE TIME

Jimmy Page's Friend Space
for independent travel stories, photos, reviews and more.....

Jimmy Page has 4561 friends.

73 Fasces Kat Woman <> Gretel Whirlwind <> Congre of the

Contacting Jimmy Page

Send Message Forward to Friend
Add to Friends Add to Favorites
Instant Message Block User

personalizzazione

www.myspace.com/thebeatles

http://profile.myspace.com/index.cfm?fuseaction=user.viewprofile&fri... Inquisitor

MySpace Search powered by Google

Home | Browse | Search | Invite | Film | Mail | Blog | Favorites | Forum | Groups | Events | Videos | Music | Comedy | Classifieds

THE BEATLES LOVE

SEND MESSAGE FORWARD TO FRIEND
ADD TO FRIENDS ADD TO FAVORITES
INSTANT MESSAGE BLOCK USER
ADD TO GROUP RANK USER

Come Together
The Beatles
playing
03:55

Total Plays: 5459929 Downloads Today: 0 Plays Today: 15684

[Here Comes The Sun](#) Plays: 234175
Download | Rate | Comments | Lyrics | Add

[Get Back](#) Plays: 201811
Download | Rate | Comments | Lyrics | Add

[Come Together](#) Plays: 218401
Download | Rate | Comments | Lyrics | Add

[Drive My Car](#) Plays: 191795
Download | Rate | Comments | Lyrics | Add

LOVE
2006 Apple / EMI / **myspace.com** a place for friends **STANDALONE PLAYER**

The Beatles's Latest Blog Entry

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Valentine's Day And Stamps Now At The Beatles Store [\(view more\)](#)

LOVE Nabbr Media Player For Your Site [\(view more\)](#)

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LOVE MAP [\(view more\)](#)

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The Beatles "LOVE"
ORDER NOW AT AMAZON

ormai ci sono tutti

Facebook | Home
http://www.facebook.com/home.php?#
Monica blog Radio Blogs Delicious Work cartoons service News (1262) Dizionario Add To Dabble k-collector

facebook home search browse invite help logout
Welcome Paolo!

Search

My Profile edit
My Friends
My Photos
My Shares
My Notes
My Groups
My Events
My Messages
My Mobile
My Account
My Privacy

News Feed Preferences

Cyprien Lomas and Elizabeth Frey are now friends. 1:35am

Yesterday

Stowe Boyd is attending HEIST. 7:46pm

My Status edit
Keep your friends updated on your current status.

Basketball Tourney hide
Facebook's college basketball tournament pool is back! Join the madness...

Gifts see all
You have 1 gift to give. show today's gift | browse

Birthdays see all
No upcoming birthdays.

The Next Step see all
How well do you know your friends? Play the Friend Game to find out.

Find Your Friends hide
To find people you know who are already using Facebook, click here.

about blog developers jobs terms privacy advertise
a Mark Zuckerberg production
Facebook © 2007

Click here for the best **Fashion** sites 

www.facebook.com

Twitter

http://twitter.com/home

Home | Your profile | Invite | Public timeline | Badges | Settings | Help | Sign out

What are you doing? Characters available: 67

Preparing for my Cisco Expo presentation (taking a screenshot of twitter)

Update

Welcome back, **Paolo Valdemarin**

Currently: *back from lunch, enjoyed my tortellini*

1 Direct Message
0 Favorites
37 Friends
105 Followers
160 Updates

Send Notifications To:
 im phone web-only

Find by name, email, p

What You And Your Friends Are Doing

- bru** playing with whatali.st a bit [21 minutes ago](#) from im ☆
- biccio** ahem, ecco l'URL: <http://tinyurl.com/cksw9> [28 minutes ago](#) from web ☆
- biccio** legge un interessante mini-tutorial che descrive il markup semantico con un linguaggio da graphic designer, accorciando il gap fra i due mon ... [30 minutes ago](#) from web ☆
- pandemia** is leaving his office. next stop: home! next posts: Rai News 24 and ADN Kronos new web sites. next work: web 2.0 ppt for Cisco Expo busy... [38 minutes ago](#) from web ☆
- chrispirillo** The geekiest way to start a video show: <http://tinyurl.com/2bynns> [about 1 hour ago](#) from im ☆
- bru** in the sky with diamonds [about 1 hour ago](#) from im ☆
- TomBolini** coming home after a couple of sunny days in Rome. [about 1 hour ago](#) from web ☆
- pandemia** Nokia ha chiamato: giovedì facciamo cambio n800 e questa volta dovrebbe funzionare, si spera. tecnico ad Ancona e io a Milano, curioso... [about 1 hour ago](#) from web ☆
- bolsoblog** has just got to inbox zero! [about 2 hours ago](#) from [twitterrific](#) ☆
- vanz** browsing www.swivel.com and very fascinated, thx to Redpill [about 2 hours ago](#) from web ☆

Chat with twitter@twitter.com

twitter@twitter.com: pandemia: nokia ha chiamato: giovedì facciamo cambio n800 e questa volta dovrebbe funzionare, si spera. tecnico ad Ancona e io a Milano, curioso...
16:35

twitter@twitter.com: TomBolini: coming home after a couple of sunny days in Rome.
16:55

twitter@twitter.com: bru: in the sky with diamonds
17:20

twitter@twitter.com: chrispirillo: The geekiest way to start a video show: <http://tinyurl.com/2bynns>
17:25

twitter@twitter.com: pandemia: is leaving his office. next stop: home! next posts: Rai News 24 and ADN Kronos new web sites. next work: web 2.0 ppt for Cisco Expo busy...
17:30

twitter@twitter.com: biccio: legge un interessante mini-tutorial che descrive il markup semantico con un linguaggio da graphic designer, accorciando il gap fra i due mon
17:35

twitter@twitter.com: biccio: ahem, ecco l'URL: <http://tinyurl.com/cksw9>
17:55

twitter@twitter.com: bru: playing with whatali.st a bit
twitter@twitter.com has gone offline.
twitter@twitter.com is now online.



twitter.com

LinkedIn: Home
 http://www.linkedin.com/ Inquisitor

Welcome, Paolo [Sign Out] Account & Settings | Inbox Expand Your Network

Home People Jobs & Hiring Services Answers My Profile My Contacts

Keyword Search Name Search Reference Search Your Network

Search People Enter keyword, name, company or job title Go Advanced Search

Is your profile out of date? Update it now!

Find People: Search Results

We found 263 users in your network matching your criteria:
 • Located in or near: Italy • Users currently at: cisco • Sorted by: keyword relevance Refine Search

World Business Forum & YOU: Ispirazione per le sue prossime decisioni.

Your Network (263) LinkedIn Network (top 20) User is a Premium account holder

Contact these users through an Introduction. You have 5 Introductions remaining.

Name	Location & Industry	Relationship	Recommendations	Connections
Luciana Belloni CSE at Cisco systems Currently: CSE at Cisco systems; Consutant Systems Engineer at Cisco systems Past: NCR	• Italy • Computer Networking	2 nd	2	43
Oreste Bergamaschi Security Specialist at Cisco Systems Currently: Security Specialist at Cisco Systems; System Engineer at Cisco Systems Past: Finmatica SpA; Intesis SpA	• Italy • Internet	2 nd		65
Claudio Girlanda Account Manager at Cisco Systems Italy Currently: Consulting System Eng at CISCO; CEO at IP CUBE; System Eng. at Cisco Systems Past: CISCO; DGT world S.r.l.; Metropolis S.r.l.	• Italy • Hospital & Health Care	3 rd		53
Lucia Clemente Luigi Sales Business Development Manager for SMB Europe and Emerging Markets at Cisco Systems Currently: Sales Business Development Manager European Market at Cisco Systems; Business Development Manager II at Cisco Systems	• Italy • Computer Networking	3 rd	2	51
Fabrizio Frattini Sales MANager at Cisco Currently: Regional Sales Manager Mid Market at Cisco Systems; Regiona Channel Sales Manager at Cisco Systems Past: 3Com	• Italy • Computer Networking	3 rd		49

linkedin.com

Paolo Valdemarin

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google: paolo

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