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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction -- Encouraging contribution to online communities -- Encouraging commitment in online communities -- Regulating behavior in online communities -- The challenges of dealing with newcomers -- Starting new online communities.
Sommario/riassunto	Uses insights from social science, psychology, and economics to offer advice on planning and managing an online community.