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Nota di contenuto	Making Contact.-Online in the 80's -- Early entrepreneurs -- Timesharing and PSNs -- Compu-Serve and Comp-U-Card -- Wasted resources and personal computers -- The prefect business opportunity -- Design and beta-testing the first online service -- Hacker toys or consumer service? -- The Source.-The uncertain entrepreneur -- From liquor to consulting -- Recycling hardware and ideas -- Telephones and computers -- A wireless Internet -- Videotext, cable TV, and computers -- The off-the-shelf computer network -- Tariffs and information providers -- Backers -- Opening Day: 'This is the beginning of the Information Age!' -- Content and Competition.- Revenue issues. Playing games at 300 bps -- News -- The problem with online shopping -- Downloadable software -- Advertising and online presence -- Online gaming. Paying the bills -- New social networks -- Mainstreaming online -- In search of cheap connections -- Chatting: the killer app -- What it looked like -- Looking Backward -- How'd we get here? -- The Victorian Internet -- Hyperlinks in the 1950's -- ARPAnet -- Packet-switching -- The knowledge industry moves in (Dow Jones, Knowledge Index, et al) -- Corporate computing -- Modems and home computers -- Bulletin boards (BBSs) -- 'What do we do next?' The noble idea -- E-mail and one-liners -- FTP, Gopher,

and USENET -- More Entrepreneurs -- Modem millionaires -- The new competition (PLink, QLink, DELPHI, and more) -- Content is king. Publishing, percentages, and partnerships -- Digressions: downloadable music, motives, and games -- Variations on a theme: Cable TV and phone nets, videogame consoles online (battle of the mediums) -- Downloadable software and shareware.-Heavy Hitters and Growing Pains -- SIGs and Forums. FSBO and auctions -- Online casualties -- GENie -- AOL -- Prodigy (How not to run an online service) -- Advertising wars -- Viruses -- Pranked and turfed! The numbers increase -- Scammers and hackers move in -- Billing: Flat rate versus by-the-minute -- What it really cost -- Competition, Cooperation, and Coercion.-'My net's better than yours!' E-mail interconnections -- Frames and graphics -- Front ends: value-added illusions -- Multi-tasking online -- Online intimidation, theft, and lawsuits -- Hackers and 'Free AOL.-' Million-dollar games.- Simulacrum and lies -- Doing Business Online.-Knowledge services -- Luxury goods -- Publishers and presence -- Experiments in retailing -- Advertising without advertising: sponsored Forums -- Growth: The Second Generation and Specialty Services -- Hosted services and private networks -- USA Today Sports Center -- The WELL -- BIX and WIX. BRS/After Dark. EasyNet -- Apple-Link. Promenade -- ZiffNet -- MCI Mail -- AT&T Net -- Legitimizing E-mail -- PornNet -- More casualties -- Linking to the Net -- E-mail links -- USENET Newsgroups -- Gopher -- FTP -- Modem taxes and other myths -- The plague of the Internet: Spam -- What spammers are really selling -- Social Evolution in Cyberspace.-'When everyone's online ...' Online romance -- Intimate frauds -- Masquerades and identity theft -- Privacy fears and threats -- Encryption -- Compromising corporate secrets -- Chats and clubs -- Policing the online world -- Turning a buck -- Online crime -- Web psychos and stalkers -- Where the walls have ears (and memories).-The Hidden Network -- Getting the real story -- Bulletin boards behind the Iron Curtain -- Scooping CNN -- Earthquake! Data lines down: the story The Wall Street Journal missed. -Software pirates unbound. Pimps and predators. Pornography unlimited -- And now, the Web .. -- Before the Web -- CompuServe buys The Source -- AOL buys CompuServe -- Mosaic-. Netscape. Bill Gates: The Web as a small phenomenon -- Catching up with Microsoft Internet Explorer -- GNN -- Web myths and fears -- Mainstreaming the Web -- The Corporate World Goes Online -- 'If it's online, it's free!' Web expectations and realities -- Dot com bust and boom -- The future -- Timeline.

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### Sommario/riassunto

On the Way to the Web: The Secret History of the Internet and Its Founders is an absorbing chronicle of the inventive, individualistic, and often cantankerous individuals who set the Internet free. Michael A. Banks describes how the online population created a new culture and turned a new frontier into their vision of the future. This book will introduce you to the innovators who laid the foundation for the Internet and the World Wide Web, the man who invented online chat, and the people who invented the products all of us use online every day. Learn where, when, how and why the Internet came into being, and exactly what hundreds of thousands of people were doing online before the Web. See who was behind it all, and what inspired them.

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