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resume? or an e-book?; Advice for generating a World Wide Rave; What about business-to-business e-books?; How to make your e-book a World Wide Rave; Sex, shaving, and your oral health; E-book your way to fame and fortune

You can't do that with the Yellow PagesAdvice for generating a World Wide Rave; When not to have sex (in your e-book); A local World Wide Rave; People want to do business with people; No Coercion Required; Unscrupulous marketing techniques; Careful: Dodgy ""viral marketing"" sucks; Ad agencies beware: Your viral campaign may be against the law; Advice for generating a World Wide Rave; Viral marketing is rarely a World Wide Rave; Lose Control; No strings required; A top-ten unsigned band on myspace; Advice for generating a World Wide Rave; The Grateful Dead? or Led Zeppelin?

A World Wide Rave is not about sales leadsReturn on investment is just an excuse; But we can't do that!; Advice for generating a World Wide Rave; Sold out, so what!; Online video and the World Wide Rave; Let's be honest; Block social media sites at your own peril; Do you trust your employees?; We're talking about people, not technology; IBM's social computing guidelines; New York Islanders win big; Do you work for a company that blocks access?; Put Down Roots; When friends trigger a World Wide Rave; Anyone can trigger a World Wide Rave; Thousands of fans; one random youth soccer team

Advice for generating a World Wide RaveFacebook applications: Where's your widget?; How many cities have you visited?; Advice for generating a World Wide Rave; Are you on Twitter yet?; Social networking and a World Wide Rave; World Wide Rant: When buzz turns negative; US Airways: Coffee, tea, or a credit card application?; Participating in social media; Preventing a World Wide Rant; How to monitor and participate in social media; Create Triggers that Encourage People to Share; Nothing is guaranteed to be a World Wide Rave; Think like a venture capitalist  
The Venture Capital | World Wide Rave Bell Curve

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## Sommario/riassunto

A World Wide Rave! What the heck is that? A World Wide Rave is when people around the world are talking about you, your company, and your products. It's when communities eagerly link to your stuff on the Web. It's when online buzz drives buyers to your virtual doorstep. It's when tons of fans visit your Web site and your blog because they genuinely want to be there. Rules of the Rave:Nobody cares about your products (except you).No coercion required.Lose control.Put down roots.Point the world to your (virtual) doorstep. You can trigger a World

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