

Title:

Free Wi-Fi Blessings for that City by the Bay

Word Count:

696

Summary:

Last week the city of San Francisco accepted a joint bid from Google and Earthlink to bring un

Keywords:

icmediadirect.com, starbucks, china, growth, advertising, search

Article Body:

Last week the city of San Francisco accepted a joint bid from Google and Earthlink to bring un

This endeavor, a pet project of San Francisco's mayor Gavin Newsom, is good for his career and

It's fun to work in online advertising because brainstorming is a natural part of the job. Wh

Not only does this announcement add the word ^muniwireless~ to my vocabulary, but it may show

Thanks to signal boosters every few blocks and a mandatory Google sign-in (no shocker there) t

Some critics of this free buffet are even turning up their noses at the fare. While Wi-Fi is

For those of us who can live with free Wi-Fi here's an example of how local advertisers will b

An idea comes to our good-humored purveyor and he takes action by accessing Google's localized

The only thing that will keep the crowds from his business is a rain storm. Not only would pa

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