

Title:

Web 2.0, Build On It

Word Count:

688

Summary:

Web 2.0 is just getting started. There is a focus on making the Internet a platform for end u

Keywords:

google, bubble, 2.0, web, internet, marketing, search, engine, interactive, ads, advertising,

Article Body:

In 1999, ICMediaDirect.com opened up shop as an online advertising agency, and we viewed our c

And they're back ~ except, ahem, this time it's different. I hope. Nah, I'm sure of it.

Y2K was distinctly a time of fortuitous updraft; we were swept up in a tide of optimism. This

Personal computing had become universally available and affordable. Rapid advancements in the

There was a problem, though ~ promise and wonder alone cannot fill out a bottom line. Economi

Money, as it's wont to do, overtook dreams; it had run right past the sensible bounds of ideas

It was March 2000 when the tech market started tanking. Actual technology however, never retr

And it grew rather quietly until the shape of a Web 2.0 was recognized. Like the Internet its

I am not uncomfortable crowning Google king, or at least the most emblematic of Web 2.0 exampl

More importantly, Google and their successful IPO mark a new age of profitability for Internet

Compare this with the original Internet boom, there was certainly competition, sizable big mon

Web 2.0 is just getting started. There is a focus on making the Internet a platform for end u

These are the old dreams that went up in smoke five and six years ago. We're just getting sta

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