Social networks are transforming how people communicate, work, and play. This comprehensive new edition highlights this new technology and scores of others that are changing how organizations operate and compete in the current global environment.

The cover depicts two examples of social network. The larger image is a visualization of the trust relationships in a web-based social network. The smaller figures are default avatars from Second Life, a multi-layered, 3D virtual world that is imagined, created, and owned by its residents.

See chapter 4 for more information on social networks.

For more information on Second Life, visit secondlife.com or see Second Life: the Official Guide by Rymaszewski et al. at www.sybex.com/go/secondlife
For more information on the trust network, visit trust.mindswap.org

My Personal Review:
Wonderful transaction, book received just as described well before expected. Seller also offered quick response to questions.

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