



DO NEWS - IN AN GOLDRUSH, THE PEOPLE WHO MAKE A *RELIABLE*
INCOME ARE THOSE SELLING PICKS AND SHOVELS TO THE MINERS, NOT
THE PROSPECTORS THEMSELVES. WHAT I FIND MOST PERNICIOUS ABOUT BUBBLE
2.0 IS THAT IT *REQUIRES* LARGE AMOUNTS OF CRITICAL DELUSION AND HUCKERISM,
AND IS UNCOMFORTABLY AKIN TO TAUDRY CARNIVAL SCAMS. DON'T TRASH THE USERS
FOR BEING VAIN. TRASH THE CON-MEN FOR PREYING ON THAT VANITY TO MAKE A BUCK -
OR, IN THE NET WORLD, A PENNY. YEP - IT IS TECH BUBBLE ALL OVER AGAIN! EXCEPT THERE
IS LESS MAGAIN ON THE HARDWARE THIS TIME ;-) THE NETWORKS ARE MAKING OUT LIKE BANDITS ON
THE BANDWIDTH COSTS, AND THE FINANCIAL MODELS ARE GETTING MORE AND MORE QUESTIONABLE! I SAY
AGAIN, WEB 2.0 IS REALLY WEB 0.2A: MACROMEDIA AND NOW ADOBE SINCE THE MERGER SEEM TO BE
POSITIONED WELL FOR USER CONTENT AS WELL. BETTER MARGINS AS WELL. >MOST DOT-COMS, IT TURNED
OUT, WERE JUST MIDDLEMEN WHO WERE REALLY GOOD AT TAKING INVESTOR CAPITAL AND FUNNELING IT TO
IT VENDORS....AND AD AGENCIES. SOCK PUPPET, ANYONE?