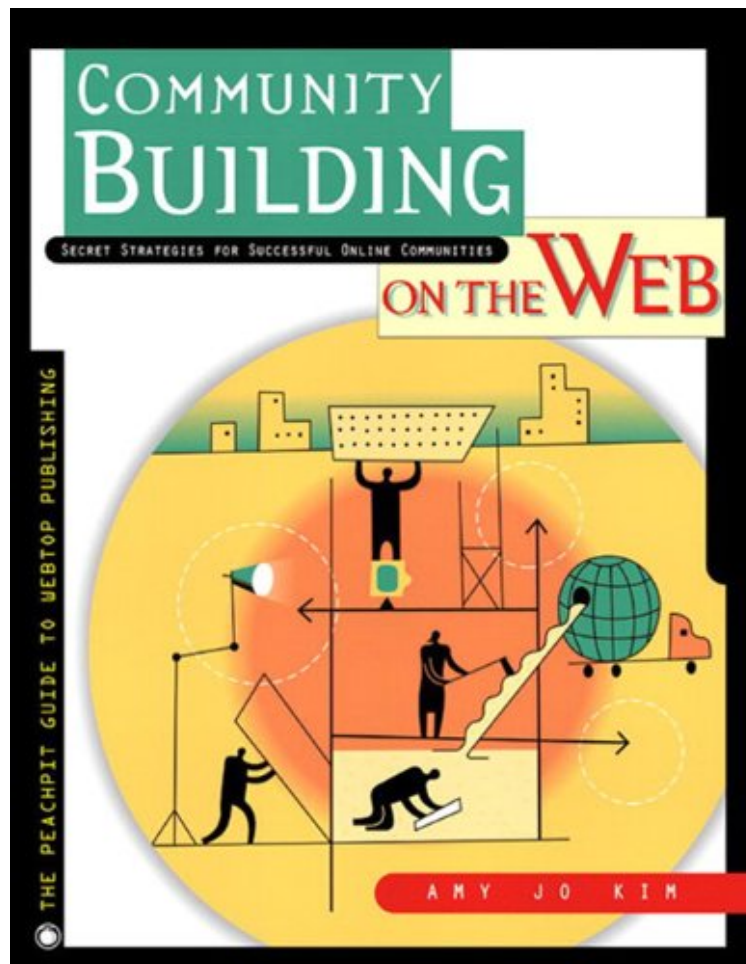


# Community Building on the Web: Secret Strategies for Successful Online Communities

Von Amy Jo Kim

*\*Download PDF | ePub | DOC | audiobook | ebooks*



DOWNLOAD



READ ONLINE

Produktinformation -Verkaufsrank: #420066 in eBooksVerffentlicht am: 2006-07-19Erscheinungsdatum: 2006-07-19File Name: B004SHDFH6 | File size: 49.Mb

**Von Amy Jo Kim : Community Building on the Web: Secret Strategies for Successful Online Communities**

before purchasing it in order to gage whether or not it would be worth my time, and all praised Community Building on the Web: Secret Strategies for Successful Online Communities:

KundenrezensionenHilfreichste Kundenrezensionen1 von 1 Kunden fanden die folgende Rezension hilfreich. Best practices in Community Building - why reinventing wheelVon Frank TrefzAmi J. Kim managed to summarize her experience in web community building and unmistified essential success criteria. With this guideline in hand (and mind) you will be able to create your community based on best practices and don't need to reinvent the wheel or to spend too many bugs on external consulting in community building. It's a science, however, Ami J. Kim gives a clear set of guidelines, her 9 design strategies which are easy to understand and to follow. You can't often enough be

reminded to bring proper planning into your mind before doing any technical activities. However, with the emergence of further 'presence' based technologies or communication channels one would need to reflect your own objectives with her guidelines and such new technologies. Maybe an update regarding reference communities could help. After all an excellent opportunity for everybody interested in community building!

0 von 0 Kunden fanden die folgende Rezension hilfreich. Adds a Human Touch to Online Marketing Strategies! Von Jim Moran Amy Jo Kim has written *Community Building on the Web* to provide a broader perspective of the concept of community as it applies to the online world. The Internet comprises of millions of people with varying interests and needs to be met. They tend to group around one another at their favorite Websites, newsgroups, and chatrooms. They have, in effect, established their own little online communities according to the dictates of their own interests. We have already seen a number of major online enterprises start to cater to their own members in special ways by structuring their own communities. , AOL, eBay, iVillage, Yahoo, and numerous My-dotcoms are examples of sites that have nurtured community environments for the benefit of their members. Amy Jo Kim offers her readers the background information they need to successfully establish, operate, and manage their own online community presences with relative ease. Readers are taught how to create or re-structure their existing Websites to meet the perceived community needs of their targeted audiences to achieve planned marketing objectives. Amy Jo Kim offers some outstanding examples of existing Websites that serve the interests of specific audiences. She demonstrates throughout her book how easy it is to set up individual communities by developing themes, raising topics, offering products and services, encouraging participation and social interaction, offering feedback channels, and integrating sound marketing principles. *Community Building on the Web* will help readers add a human touch to their online marketing strategies that will help draw new visitors to their sites, to foster community environments, to inspire trust and confidence, and to achieve intended objectives. This book will help Web developers, businesses, and private organizations meet the needs of their own online communities. Start your own today!

0 von 0 Kunden fanden die folgende Rezension hilfreich. Building Community? Save thousands of \$ and read this book! Von Ein Kunde "Community Building on the Web: Secret Strategies for Successful Online Communities" raises the bar in the online communities field. I've been in the Virtual Communities business for almost 25 years. During those years, everyone pretty much had to build their online communities by the seat of their pants. We were usually cursed to commit the same mistakes that so many others had encountered along the way. Many times communities would seem to run well for months, and then they would become popular, and then fail! Other times, otherwise interesting communities would languish for lack of a clear "Mission Statement" or poorly managed Terms of Service. In short, there was very little benefiting from other people's successes and failures. This book changes all of that, forever! (Thank goodness!) Amy Jo Kim brings together all of the fundamental building blocks needed to create a solid foundation for a successful web-based community. She provides the intellectual planning tools you need to help you understand what your community is about, how it will function, and how to help it grow. If you don't understand online communities, this is THE book that will help you "get it." Save yourself the first \$3,000 of Community Web Site consulting, buy this book instead and use it! This book instantly became required reading at my company, Communities.com. It immediately started saving us staff training time! F. Randall Farmer Cofounder, Communities.com

**Kurzbeschreibung** What's the point of creating a great Web site if no one goes there--or worse, if people come but never return? How do some sites, such as America Online, eBay, and GeoCities, develop into Internet communities with loyal followings and regular repeat traffic? How can Web page designers and developers create sites that are vibrant and rewarding? Amy Jo Kim, author of *Community Building on the Web* and consultant to some of the most successful Internet communities, is an expert at teaching how to design sites that succeed by making new visitors feel welcome, rewarding member participation, and building a sense of their own history. She discusses important design strategies, interviews influential Web community-builders, and provides the reader with templates and questionnaires to use in building their own communities. .de There's been a marked shift in the philosophy of developing successful Web sites. The technologies (HTML, JavaScript, JavaServer Pages) no longer occupy center stage. Rather, functional objectives and the communities that grow up around them seem to be the main ingredient in Web site success. In her carefully reasoned and well-written *Community Building on the Web*, Amy Jo Kim explains why communities form and grow. More importantly, she shows (with references to many examples) how you can make your site a catalyst for community growth--and profit in the process. From marketing schemes like .com's Associates program to The Motley Fool's system of rating members' bulletin-board postings, this book covers all the popular strategies for bringing people in and retaining them. Nine core strategies form the foundation of Kim's recommendations for site builders, serving as the organizational backbone of this book. The strategies generally make sense, and they seem to apply to all kinds of communities, cyber and otherwise. (One advocates the establishment of regular events around which community life can organize itself.) Some parts of Kim's message may seem like common sense, but such a coherent discussion of what defines a community and how it can be made to thrive is still helpful. Read this book to help

crystallize your thinking about community building, and to review strategies that work for real sites already. --David Wall

Topics covered: Strategies for designing Web sites around the needs of particular groups of people, attracting those people to your site, and motivating them to return frequently. Community identification, member profiling, community leadership, and organization (of information, time, and relationships) all receive ample coverage.

Kurzbeschreibung What's the point of creating a great Web site if no one goes there-or worse, if people come but never return? How do some sites, such as America Online, EBay, and GeoCities, develop into Internet communities with loyal followings and regular repeat traffic? How can Web page designers and developers create sites that are vibrant and rewarding? Amy Jo Kim, author of *Community Building on the Web* and consultant to some of the most successful Internet communities, is an expert at teaching how to design sites that succeed by making new visitors feel welcome, rewarding member participation, and building a sense of their own history. She discusses important design strategies, interviews influential Web community-builders, and provides the reader with templates and questionnaires to use in building their own communities.