

Everything Is Miscellaneous And the Challenge to Marketing

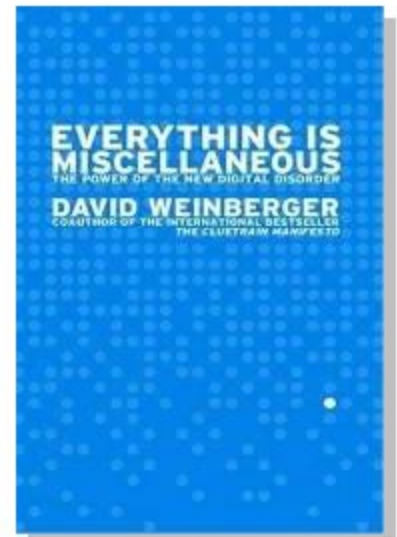
David Weinberger Ph.D.

Harvard Berkman Center

Self @ evident . com

November 2007

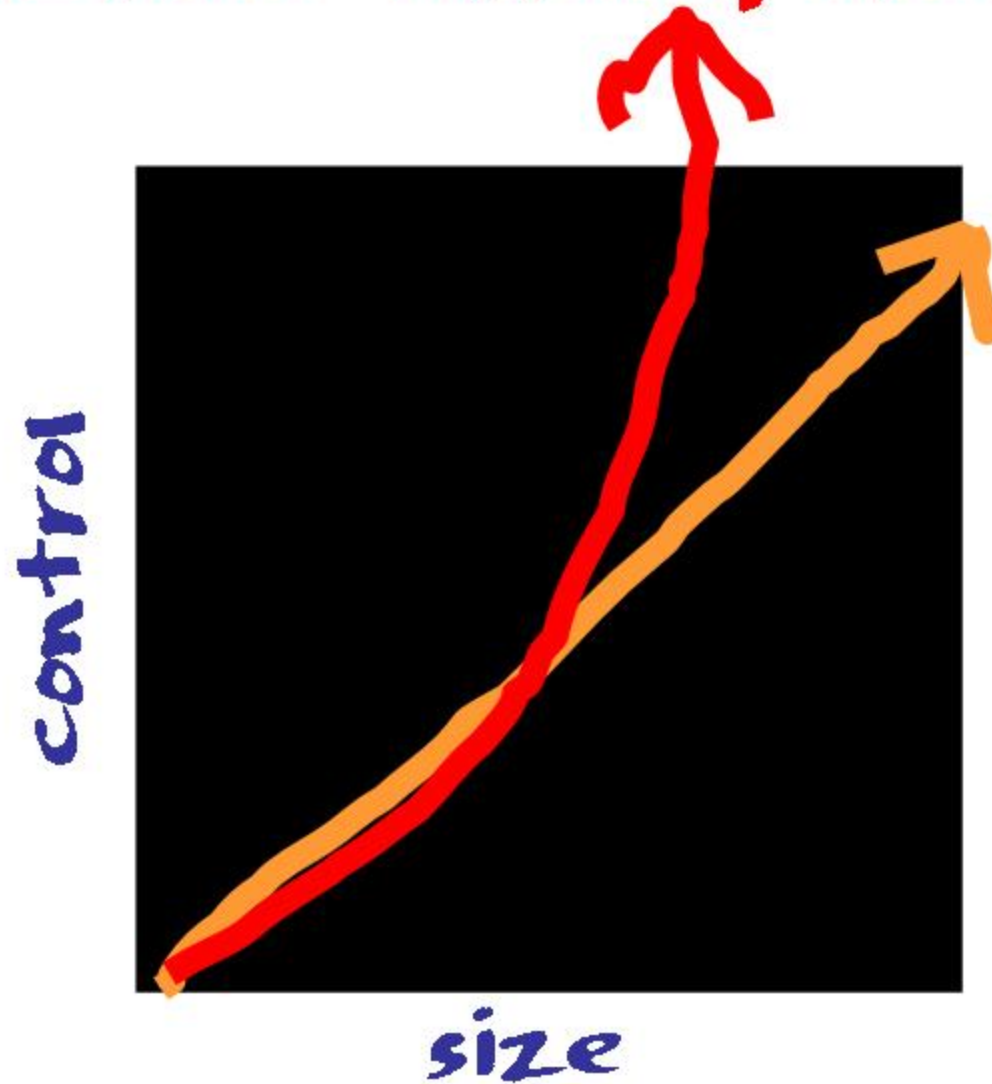
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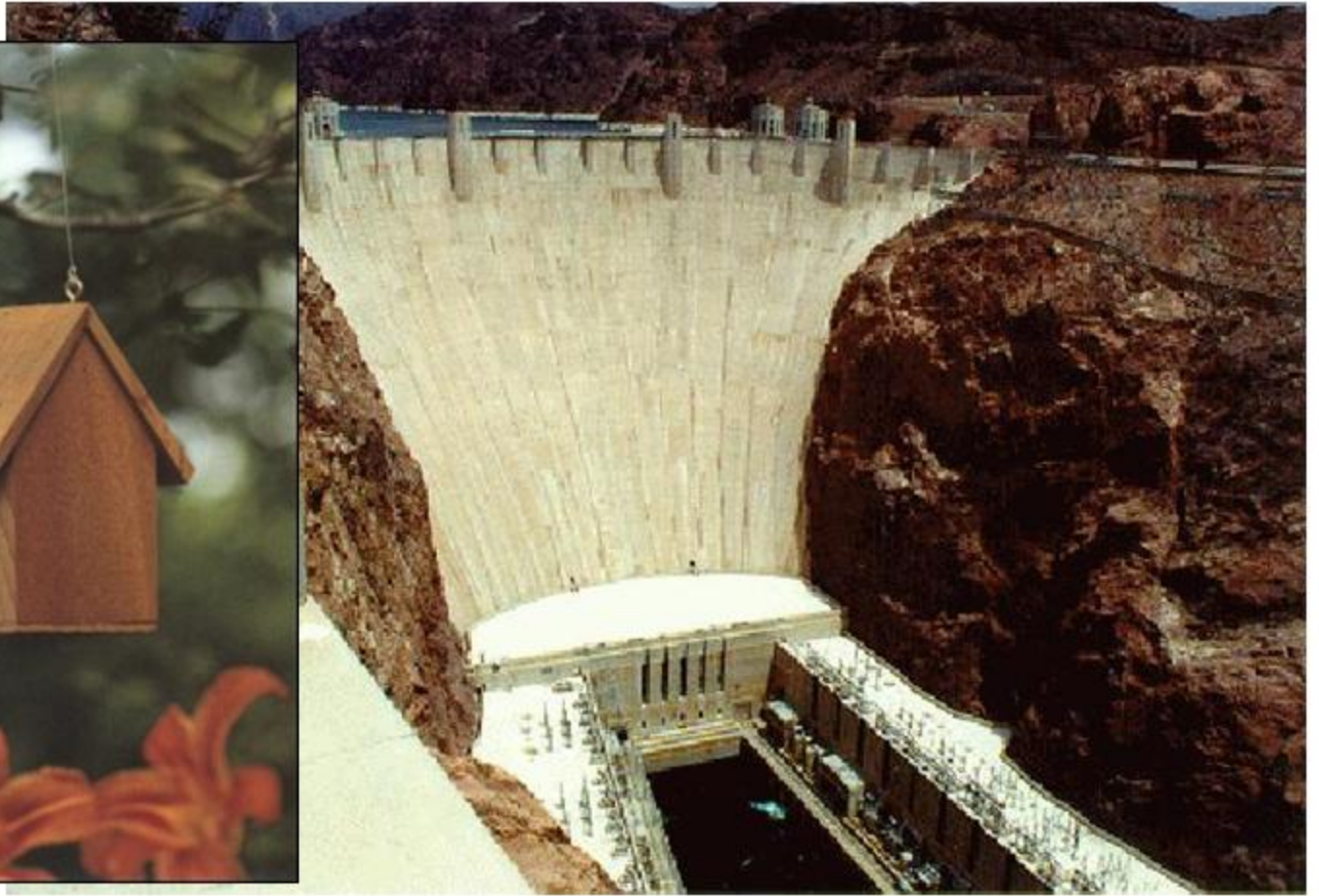


1.

An ancient assumption
over-turned

Ancient Assumption







Permission

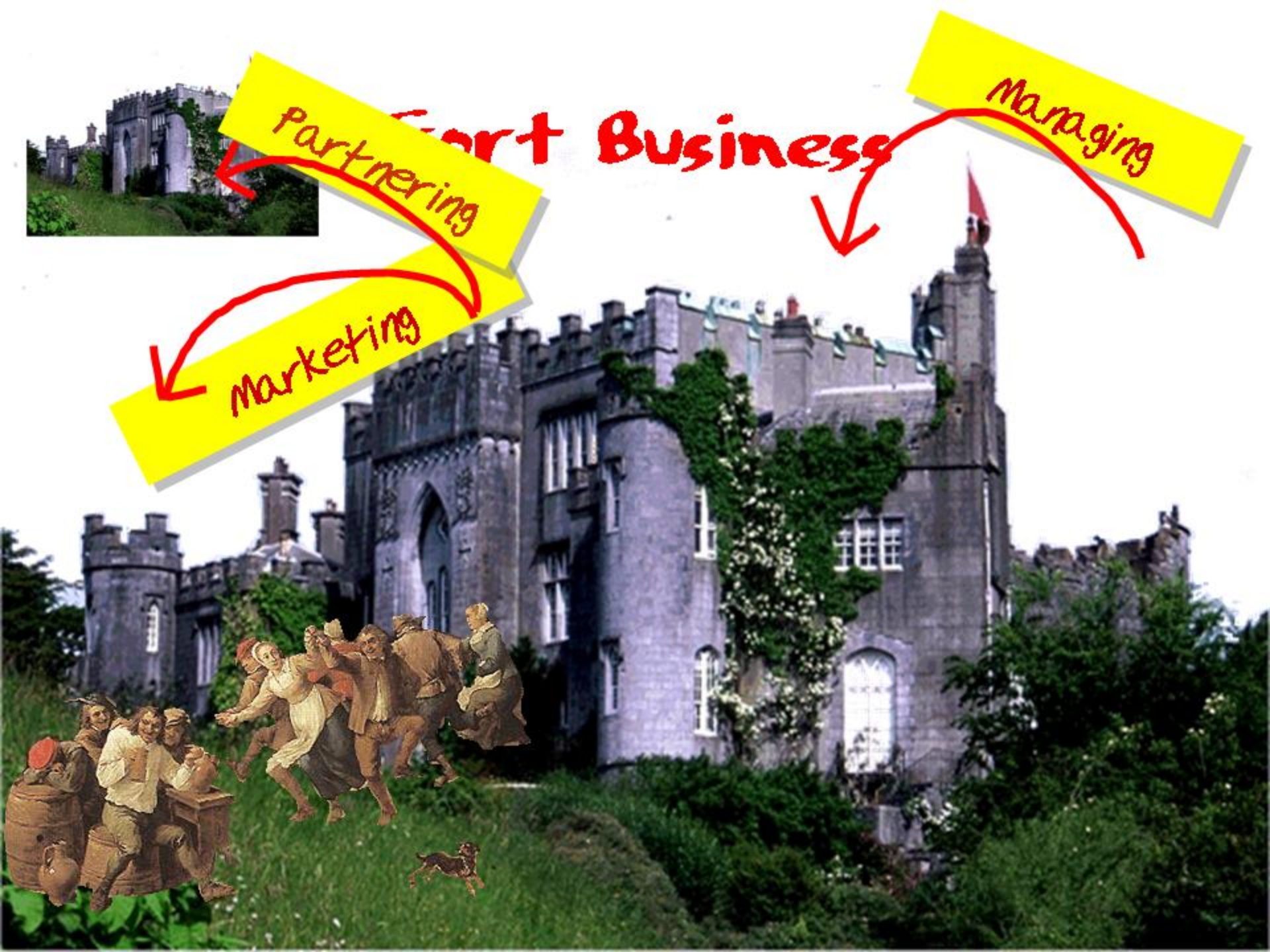


Start Business

Partnering

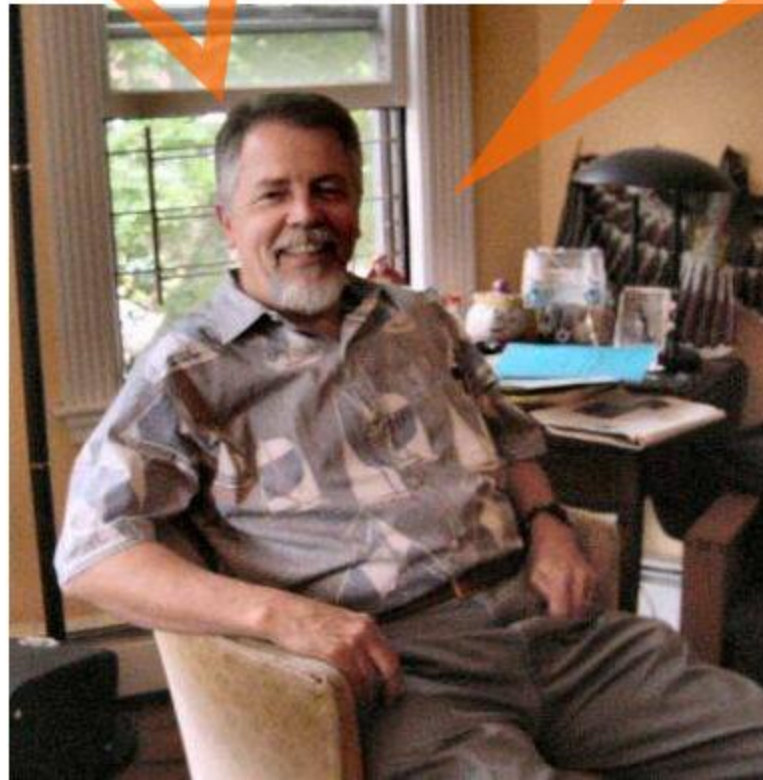
Managing

Marketing



Markets are
conversations.

There's no
market for
messages.



Doc Searls

Marketing Becomes War

Marketing campaigns

Targeted marketing

Saturation marketing

Strategic marketing

Market penetration



Transparent

Voluntary

**For their
own sake**

Open-ended

A True story

About a boy and his washing machine



Kenmore Advantages

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Kenmore Products

Sound Like Anyone You Know?

Sounds like someone with a Kenmore Ultra Wash® dishwasher that's practically impossible to misload. Someone with a Kenmore range that self-cleans as much or only as little as necessary. Someone with a cool Kenmore refrigerator who adjusts its shelves up and down with a simple twist of a knob. Someone with a Kenmore dryer that helps make wrinkles obsolete. Someone with a sense of performance. And value. And knows why 1 out of 2 American homes run on Kenmore appliances. Know what? Now you know.

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View appliances in your kitchen before you buy! [Get started](#)

Check out:
**Good-
Better-
Best-**
Latest features
to fit your
needs.


Your Energy
Advantage

Product Overview:

Item Weight	245.0 lbs.
General Warranty	1 year parts and labor

Capacity:

Capacity, Washer	3.8 cu. ft.
Range	3.0 cu. ft. and over

Energy:

Kilowatt Hrs. per Year	220
YrOperCost - NG Water Heater	9
Energy Star Compliant	Yes

Motor:

No. of Motor Speeds	Variable
Motor hp	1 hp

Type:

Front Loader	King size capacity plus
Type	Front loader

Cycle Fabric Settings:

Delicates/Knits	Silk/Ultra Delicate
Whites	Whitest Whites
Hand Washables	Handwash/Wool

Wash System:

No. of Cycles & Options	12
-------------------------	----

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kenmore washing machines

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Web

Results 1 - 100 of about 397,000 English and German pages for kenmore [washing machines](#). (0.99 seconds)**Kenmore at SEARS**

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Ranges, freezers, washers & more by Kenmore, GE, & others at SEARS

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Washing Machines Find Out Which Washers are Best.
Expert, Independent, Nonprofit
ConsumerReports.org178 results stored on your computer - [Hide](#) - [About](#)[Frigidaire Home Products](#) - Washer-Dryer Combinations **Washing Machines** 34
[Washer Dryer Combo Review](#) - front-loading full-size **washing machines**, theProduct search results for **kenmore washing machines**[Whirlpool Kenmore Washing Machine Pump 3363394](#) - \$18.95 - [eBay](#)
[Whirlpool Kenmore Washer Washing Machine Pump 3363892](#) - \$23.95 - [eBay](#)
[Kenmore Washing Machine](#) - \$145.00 - [eCrater](#) **Top 10 Washing Machines** Ranked by Popularity and Awards
Shop Like the Stars!
www.splise.com**Washing Machines: Washing Machine Reviews, Best Washing Machines** It also isn't as quiet as most front-loading washers. Still, reviews say the
Kenmore is a reliable, basic **washing machine**. • GE Profile Harmony WPGT9360E ...
www.consumersearch.com/www/house_and_home/washing-machine-reviews/index.html - 31k -
Cached - [Similar pages](#) - [Remove result](#)**Washer Parts** 850,000 Parts for all Brands!
Free Repair Help - Return Any Item
www.RepairClinic.com**Washing Machines, Washers, Front Loading Washers** The big news is that the **Kenmore Oasis HE washing machine** has a huge
4.5-cubic-foot
capacity -- more than any other **washing machine**. ...
www.consumersearch.com/www/house_and_home/washing-machine-reviews/fullstory.html - 46k - [Cached](#) - [Similar pages](#) - [Remove result](#)
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You want it, we got it!
BizRate.com**Appliance Parts from Repairclinic.com - How Things Work: Washing ...** The selector switches or knobs vary from **machine to machine**. Most **washing machines**
have one or several switches or knobs on the control panel besides the ...
www.repairclinic.com/0088_11_3.asp - 27k - [Cached](#) - [Similar pages](#) - [Remove result](#)**Kenmore Appliance Parts** UNTESTEDShop Easy Appliance Parts and Save
More Parts, Easy Ordering & Returns
www.EasyApplianceParts.com**Washing Machine** Compare instant bottom-line prices.
Fast. Free. Easy. You save money.
PriceGrabber.com

Address <http://hs.gardenweb.com/forums/> Go Google

Forums for the Home!

Chaotic

 Oh look!
He's happy to see

These forums are actually meant to be useful
...but they can still be fun!

That Home Site!

from  GardenWeb

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Internet



RE: The New Front-Load Washer Thread Part Four

- Posted by: Oonalyn (oonalyn@excite.com) on Thu, Mar 15, 01 at 23:10

I've been reading all of the posts in Parts 1, 2 and 3 and have now discovered Part 4. I have decided to purchase a FL and narrowed my choice down to a Kenmore. Naturally, Sears read my mind and in last Sunday's paper, advertised Model 41142 FL for \$649 (after a \$50 mail-in rebate and \$100 savings) with matching dryer Model 81142 for \$399. Has anyone had any experience or have any comments on these machines.

Thanks in advance,
Oonalyn.



RE: The New Front-Load Washer Thread Part Four

- Posted by: Jim (Armjim@aol.com) on Fri, Mar 16, 01 at 8:32

Oonalyn: I have the Kenmore models you are contemplating. I am very happy with them. I had considered the Miele and thought they were impressive but not enough to justify double the cost of the Kenmore, at least for my needs. And getting the Kenmores on sale with rebate increases their value as desirable appliances.

The dryer is noisier than the washer, but it does a fine job. I do not use the highest heat setting, even for towels. I use the PermPress setting or Delicate setting and it dries very well, and quickly (due to the washer extracting so much water). I have not had a problem with its capacity. I dried a queensized bedspread in it, which dried more evenly and with less time than in my former super capacity GE Profile.

I am using up my old detergents, just using much less of them. I use Clorox powdered bleach, so I just mix that in the detergent dispenser with the liquid All Free I have been using and it seemed to work without incident.

My units are stacked, and I get very little vibration. I do have Sears coming out on Monday-the buzzer on the dryer is not working during the Wrinkle-Rid portion of the cycle which has been a common malady. But oh the buzzer on both machines. Sure wish they were chimes or something!

Overall, very nice machines. Very well made. No rattles, and they are doing what I expect a washing machine and dryer to do-wash and dry my laundry satisfactorily.

Address <http://forums.thathomesite.com/forumsload/app/meg3323164224932.htm?229> Go

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★ **RE: The New Front-Load Washer Thread Part Four**

- Posted by Karen (karrlock@aol.com) on Mon, Mar 12, 01 at 0:58

In case my query gets lost in the last thread, I'm still curious about lint. I want to be able to hang out my laundry

Do front loaders leave more or less lint on clothes than the top-loaders?

★ **RE: The New Front-Load Washer Thread Part Four**

- Posted by rinso (rinso@aol.com) on Mon, Mar 12, 01 at 4:50

Dear Karen, Because of the difference in free tumbling in water as opposed to being beaten by sharp blades, you will see a lot less linting using a front loader instead of a top loader. In either type, be sure you try to wash cottons apart from synthetic fabrics because the synthetics have a tendency of accumulating "lint balls" and are hard to fix once they do. Other than that, I have seen no problems regarding lint.

★ **RE: The New Front-Load Washer Thread Part Four**

- Posted by rich (spamb-damn@excite.com) on Mon, Mar 12, 01 at 5:58

Thank you, Rob.

Date on the lint. It is less of a problem with front loaders. I am getting less with the Neptune 7500 than with the previous GE toploader. Plus, the clothes are getting cleaner, with much better rinsing and water extraction.

★ **RE: The New Front-Load Washer Thread Part Four**

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Alice Robison attacked Eric's Zombie Ninja!



Alice's Zombie Mogul attacked Eric's Zombie Ninja and beat them down. Alice won an additional 1 Zombie points. How delicious!



Jonathan Zittrain joined the group Culeemarcotrain [a.k.a. Section 5].



Edward Vielmetti created an event.



Shaky Jake Woods Memorial Service

On the move

Host: Ann Arbor

Venue: Muehlig Funeral Chapel

Time: 1:00PM Sunday, September 23rd

[Add to My Events](#)



Francois Gossieaux, Hylton Jolliffe and Joel Orr added the Your Neighbors application.



Updated: **Ulrike Reinhard** is in Berlin-Kreuzberg, enjoying a great view!



Tom Shugart wrote on **Jeneane Sessum's** wall.

“ Thanks for brightening my morning with Mr. Gabriel. "In Your Eyes" has gotta be one of the all-time Top 40 rock singles. ”

[See Wall-to-Wall](#)



Jeneane

Requests

- 5 friend requests
- 3 friend detail requests
- 7 group invitations
- 1 social chat invitation
- 5 cause invitations
- 1 bookshelf invitation
- 3 my questions acquaint requests
- 1 blog friends invitation
- 1 top friends friend request
- 1 invite request

Notifications

- 16 new notifications

Pokes

- You were poked by **Shuvra De La Mer**.
[poke back](#) | [remove poke](#)
- You were poked by **Patricia Karam**.
[poke back](#) | [remove poke](#)
- You were poked by **Dimitar Vesselinov**.

3.

The change in authority
(Beyond content!)





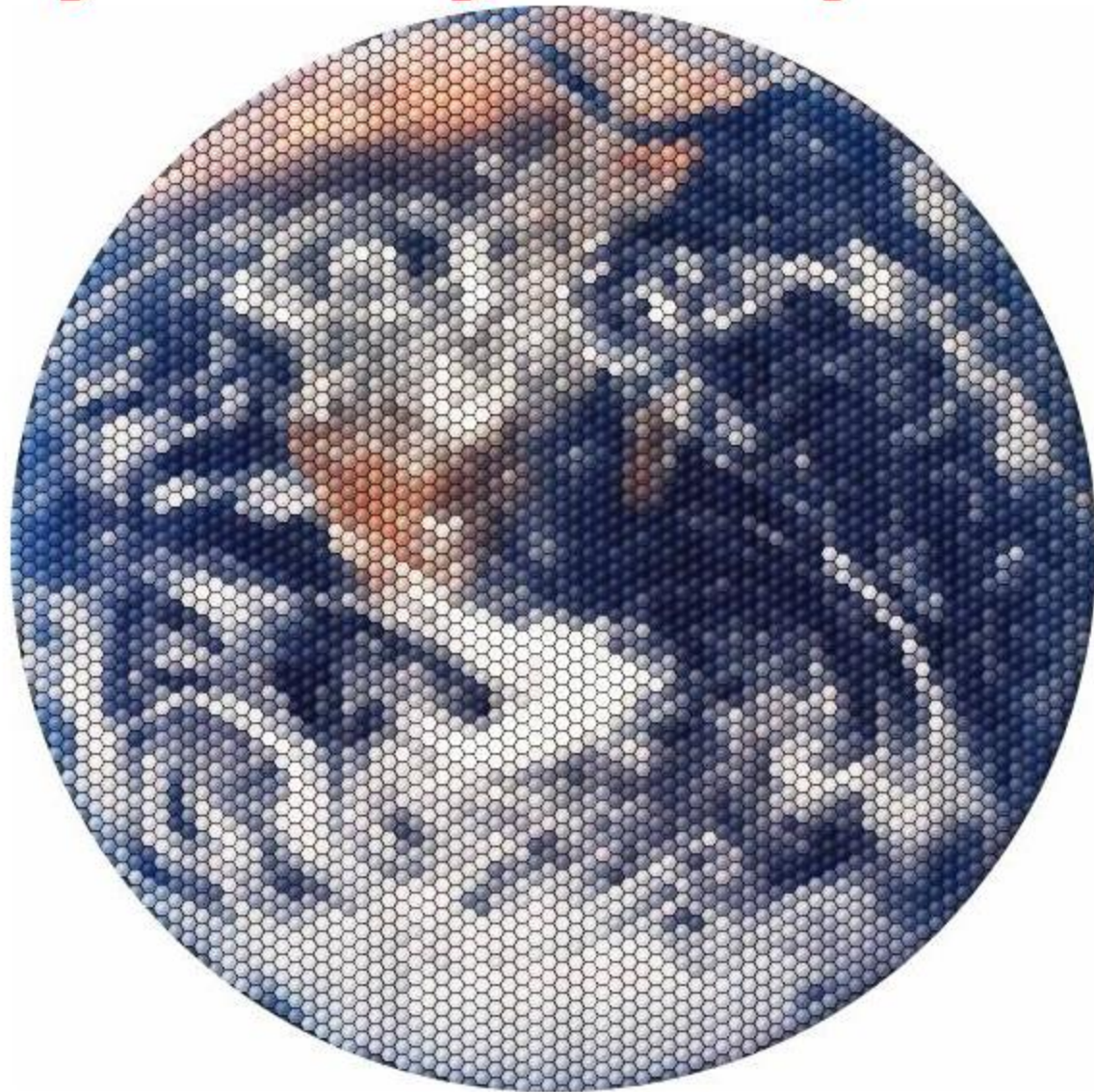
First Order



Second Order



Digitizing everything



Third order

Content

+

information about the content

(metadata)

are digital

Third order

Everything is miscellaneous

4. unowned order



BUSINESS Content

Music

Real
Estate

Meta-Business

Randora

Kayak

Farecast

Amazon

Pricegrabber

Wize

ThisNext

News

Reddit

CondéNet

Zillow

4.

Why this matters

Simplicity





The White House

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For Immediate Release
Office of the Press Secretary
May 15, 2006

President Bush Addresses the Nation on Immigration Reform

The Oval Office

- [Fact Sheet: Comprehensive Immigration Reform](#)
- [Fact Sheet: Overview: Comprehensive Immigration Reform](#)

Reform

- [In Focus: Immigration](#)
- [en Español](#)



VIDEO [Multimedia](#)

President's Remarks

[view](#)

8:01 P.M. EDT

THE PRESIDENT: Good evening. I've asked for a few minutes of your time to discuss a matter of national importance — the reform of America's immigration system.

The issue of immigration stirs intense emotions, and in recent weeks, Americans have seen those emotions on display. On the streets of major cities, crowds have rallied in support of those in our country illegally. At our southern border, others have organized to stop illegal immigrants from coming in. Across the country, Americans are trying to reconcile these contrasting images. And in Washington, the debate over immigration reform has reached a time of decision. Tonight, I will make it clear where I stand, and where I want to lead our country on this vital issue.

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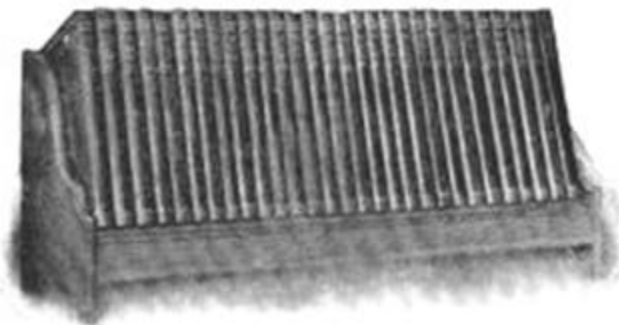
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Encyclopædia Britannica

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WHEN IN DOUBT—"LOOK IT UP" IN The *Encyclopaedia Britannica*



(New 11th Edition) issued 1910-11 by the
CAMBRIDGE UNIVERSITY PRESS (England)

The Sum of Human Knowledge

*29 volumes, 28,150 pages,
44,000,000 words of text.
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opaque India paper, each
volume but one inch in
thickness.*

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*29 volumes, 28,150 pages,
44,000,000 words of text.
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FOR READING OR FOR STUDY

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Encyclopædia

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sources have displaced

World Wide Web. It has
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as a work of general

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- 4 Edition history
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- 6 See also
- 7 External links

In the past, they had names like Albert Einstein, Sigmund Freud, Marie Curie, Bertrand Russell, T.H. Huxley, and George Bernard Shaw, all of whom were Britannica contributors in their day.

Today they are the men and women of Britannica's Editorial Board of Advisors—the Nobel laureates and Pulitzer Prize winners, the leading scholars, writers, artists, public servants, and activists who are at the top of their fields. They meet regularly to share ideas, to debate, and to argue, in a unique collegium whose purpose is to understand today's world so that the resulting encyclopedia can be the best there is. We are proud to be associated with these exceptional people, and we are deeply grateful for their contributions, not only to our own publishing objectives but to the larger cause of promoting knowledge in the world today.

Rosalía Arteaga	Secretary-General, Amazon Cooperation Treaty Organization; former President and former Vice President, Republic of Ecuador
David Baltimore	Nobel laureate & President, California Institute of Technology
Wendy Doniger	Mircea Eliade Distinguished Service Professor of the History of Religions, University of Chicago
Benjamin M. Friedman	William Joseph Maier Professor of Political Economy, Harvard University
Leslie H. Gelb	President Emeritus, Council on Foreign Relations & winner of the Pulitzer Prize
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John F. Kennedy assassination

From Wikipedia, the free encyclopedia
(Redirected from [Jfk assassination](#))

To meet Wikipedia's [quality standards](#), this article or section may require [cleanup](#). See rationale on the [talk page](#), or replace this tag with a [more specific message](#). [Editing help](#) is available.

This article has been tagged since March 2005.

This article is about the assassination of John F. Kennedy. For Robert F. Kennedy, see [Robert F. Kennedy assassination](#).

The [assassination of John F. Kennedy](#), the thirty-fifth [President of the United States](#), took place on Friday, [November 22, 1963](#), in [Dallas, Texas, USA](#) at 12:30 PM [Central Standard Time](#) (18:30 [UTC](#)). [Kennedy](#) was [fatally wounded](#) by [gunshots](#) while riding in a presidential [motorcade](#) within [Dealey Plaza](#). He was the fourth U.S. President to be [assassinated](#), and the eighth to die while in office.



An official investigation by the [Warren Commission](#) was conducted over a 10-month period, and its report



The neutrality of this article or section may be compromised by "weasel words".
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- 4 [Reaction to the assassination](#)
- 5 [Funeral](#)
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- 7 [The Carcano rifle](#)
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- 9 [Sealing of assassination records](#)
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MacBook Pro from \$1999

Mac desktops. Featuring Intel processors



iMac from \$999



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iPod shuffle

iPod

iMac

Mac mini

VESA Mount Adapter Kit
for 24-inch iMac

Mac Pro



The neutrality of this article is disputed.
Please see the discussion on the talk page.

Mac mini from \$999

4.

TO DO

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Overall Rating: ★★★★★ 5 out of 5

August 25, 2007

By [lumi](#) from I'm Iluminada Guillen / 2230 Grove city Ohio 43123 [\(read all my reviews\)](#)

"Neptune 27 in. High Efficiency front washer is perfect for every body. It's an excellent washer because it clean the clothers very good and you don't have to use the iron or take the clothers to laundre. I recomen it"

Was this review helpful to you? [Yes](#) [No](#) ([Report Inappropriate Review](#))

Overall Rating: ★★★★★ 5 out of 5

Maytag Neptune Washer, March 16, 2007

By [bibi17](#) from Bethlehem, PA [\(read all my reviews\)](#)

"I would highly recommend this product. It is silent, not noisy like other washers. You get a variety of options and that is very important to me. I like the size, since I don't have a lot of laundry space in my house, it is perfect. I also like the fact that it chimes and lets me know when laundry is done."

Was this review helpful to you? [Yes](#) [No](#) ([Report Inappropriate Review](#))

Overall Rating: ★★★★★☆ 4 out of 5

October 20, 2006

By [Duffy](#) from Southern Maryland [\(read all my reviews\)](#)

"I am a Maytag fan... but this is my FIRST experience with a FRONT LOAD WASHER... The NOISE of sloshing is loud and annoying. Though the washer seems to be doing a good job."

Was this review helpful to you? [Yes](#) [No](#) ([Report Inappropriate Review](#))

Overall Rating: ★★★★★ 5 out of 5

I LOVE THIS WASHER!, June 15, 2006

By [Lynne](#) from Webster, MA

"I was really surprised at how much it holds! The self-adjusting water level, the way it runs so quietly, all the options it has.....especially a HAND WASHING cycle!! I can't beleive I'll never have to wash another item by hand but can wash more than one at a time! I'm very pleased and would recommend this to anyone."

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