



Virtual Communities Companion: Everything You Need to Know about Online Communities

Karla Shelton, Todd McNeeley

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Details expert information, resources, and tricks associated with creating successful online communities (as opposed to anonymous Internet crowds). Gives tips and techniques from professionals involved in the Web's most popular virtual communities. Details how to make money and conduct business in virtual civilization. Features techniques on creating your own avatar, the character that represents you online. Discusses how to get funding so you can get larger communities online.

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