



The Making of Second Life: Notes from the New World

Wagner James Au



[Click here](#) if your download doesn't start automatically

The Making of Second Life: Notes from the New World

Wagner James Au

The Making of Second Life: Notes from the New World Wagner James Au

The wholly virtual world known as Second Life has attracted more than a million active users, millions of dollars, and created its own—very real—economy.

The Making of Second Life is the behind-the-scenes story of the Web 2.0 revolution's most improbable enterprise: the creation of a virtual 3-D world with its own industries, culture, and social systems. Now the toast of the Internet economy, and the subject of countless news articles, profiles, and television shows, Second Life is usually known for the wealth of real-world companies (Reuters, Pontiac, IBM) that have created "virtual offices" within it, and the number of users ("avatars") who have become wealthy through their user-created content.

What sets Second Life apart from other online worlds, and what has made it such a success (one million-plus monthly users and growing) is its simple user-centered philosophy. Instead of attempting to control the activities of those who enter it, the creators of Second Life turned them loose: users (also known as Residents) own the rights to the intellectual content they create in-world, and the in-world currency of Linden Dollars is freely exchangeable for U.S. currency. Residents have responded by generating millions of dollars of economic activity through their in-world designs and purchases—currently, the Second Life economy averages more than one million U.S. dollars in transactions every day, while dozens of real-world companies and projects have evolved and developed around content originated in Second Life.

Wagner James Au explores the long, implausible road behind that success, and looks at the road ahead, where many believe that user-created worlds like Second Life will become the Net's next generation and the fulcrum for a revolution in the way we shop, work, and interact. Au's story is narrated from both within the corporate offices of Linden Lab, Second Life's creator, and from within Second Life itself, revealing all the fascinating, outrageous, brilliant, and aggravating personalities who make Second Life a very real place—and an illuminating mirror on the real (physical) world. Au writes about the wars they fought (sometimes literally), the transformations they underwent, the empires of land and commerce they developed, and above all, the collaborative creativity that makes their society an imperfect utopia, better in some ways than the one beyond their computer screens.



[Download The Making of Second Life: Notes from the New World ...pdf](#)



[Read Online The Making of Second Life: Notes from the New World ...pdf](#)

Download and Read Free Online The Making of Second Life: Notes from the New World Wagner James Au

Download and Read Free Online The Making of Second Life: Notes from the New World Wagner James Au

From reader reviews:

James Williamson:

Typically the book The Making of Second Life: Notes from the New World has a lot of information on it. So when you make sure to read this book you can get a lot of benefit. The book was written by the very famous author. McDougal makes some research previous to write this book. That book very easy to read you will get the point easily after reading this article book.

Vincent Overly:

Your reading 6th sense will not betray anyone, why because this The Making of Second Life: Notes from the New World publication written by well-known writer whose to say well how to make book that can be understand by anyone who read the book. Written with good manner for you, leaking every ideas and composing skill only for eliminate your hunger then you still question The Making of Second Life: Notes from the New World as good book but not only by the cover but also from the content. This is one book that can break don't ascertain book by its deal with, so do you still needing an additional sixth sense to pick this!? Oh come on your reading through sixth sense already told you so why you have to listening to a different sixth sense.

Tracie Wright:

Don't be worry when you are afraid that this book will filled the space in your house, you will get it in e-book way, more simple and reachable. This kind of The Making of Second Life: Notes from the New World can give you a lot of buddies because by you taking a look at this one book you have factor that they don't and make an individual more like an interesting person. This specific book can be one of one step for you to get success. This reserve offer you information that might be your friend doesn't realize, by knowing more than other make you to be great men and women. So , why hesitate? Let me have The Making of Second Life: Notes from the New World.

Andrew Hall:

A number of people said that they feel fed up when they reading a book. They are directly felt it when they get a half elements of the book. You can choose typically the book The Making of Second Life: Notes from the New World to make your reading is interesting. Your personal skill of reading skill is developing when you just like reading. Try to choose straightforward book to make you enjoy to learn it and mingle the sensation about book and reading especially. It is to be 1st opinion for you to like to open up a book and examine it. Beside that the publication The Making of Second Life: Notes from the New World can to be your brand new friend when you're sense alone and confuse with what must you're doing of the time.

Download and Read Online The Making of Second Life: Notes from the New World Wagner James Au #NQAFZVCI9YX

Read The Making of Second Life: Notes from the New World by Wagner James Au for online ebook

The Making of Second Life: Notes from the New World by Wagner James Au Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Making of Second Life: Notes from the New World by Wagner James Au books to read online.

Online The Making of Second Life: Notes from the New World by Wagner James Au ebook PDF download

The Making of Second Life: Notes from the New World by Wagner James Au Doc

The Making of Second Life: Notes from the New World by Wagner James Au MobiPocket

The Making of Second Life: Notes from the New World by Wagner James Au EPub