

WHERE **AMAZON'S** REALLY GOING PAGE 27 • **THE SMARTEST HYBRID** ON THE ROAD PAGE 122

# BUSINESS 2.0

## THE NEXT DISRUPTORS

**They're gunning for Google. And Skype.  
And Citibank, Ford, Oracle, and AT&T.**

**MEET 11 COMPANIES WHOSE  
BREAKTHROUGHS WILL  
CHANGE EVERYTHING.**

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**Business 2.0, October 2006**

On **Page 20** of this Issue, in the **Talk Back** section, they published my response to a good article of theirs on Web Site Blogging.

## BUSINESS 2.0 ONLINE

www.business2.com

The Internet home  
of *Business 2.0* is

**CNNMoney.com**

Go to [www.business2.com](http://www.business2.com) to get CNNMoney—the Web's best business news resource. On our site you'll find breaking business news, analysis and insight from the staff of *Business 2.0*, and more:

- Retirement planning
- Real estate strategies
- Small-business advice
- Market data



### Online Exclusives

**The Next Big Thing** From *Business 2.0*'s writers, the latest, greatest news on startups, innovation, and trends in the marketplace.

### CNNMoney Technology

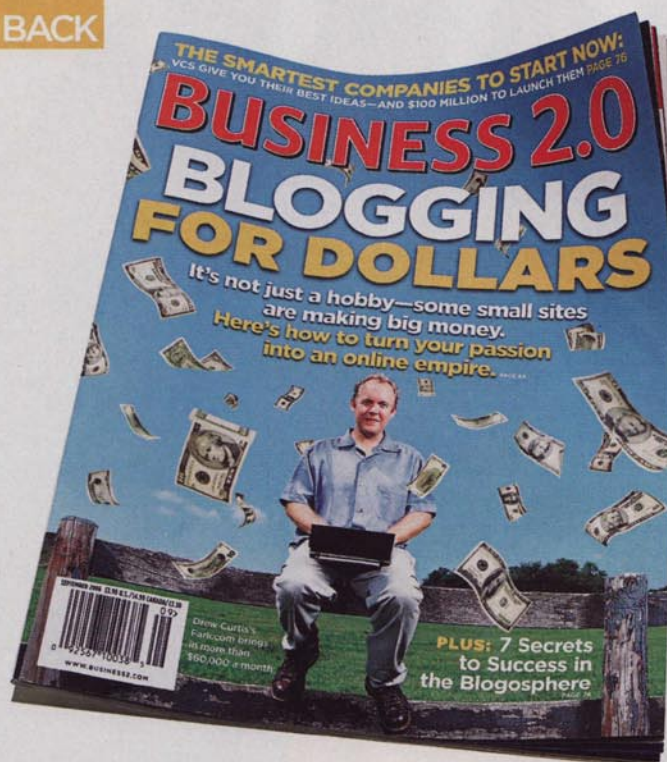
Industry coverage from the staffs of CNNMoney.com, *Business 2.0*, and *Fortune*.

**The Browser** A daily dose of tech truths and rumors about Microsoft, YouTube, Wi-Fi, and more.

### Magazine Online

Want a closer look at "The Next Disruptors"? Go online for expanded company profiles, executive bios, and other in-depth information.

## TALK BACK



## The Blog Role

I love this magazine and its informative, skill-teaching articles. The insights in your September cover story, "Blogging for Dollars," helped me choose ways to direct attention to my site, [HowToBand.com](http://HowToBand.com), which provides information for musicians who are hoping to start a band or who already have one. I know that my blog is key to driving traffic to the site and helping me launch new products and services. I realize that it's early yet for my business and for blogs generally, but I'm looking forward to being part of this experience.

**Eric Christian Smith**, Portland, OR

On top of the "mega" blogs you describe, another trend in the blogosphere is tightly focused sites that draw narrow but highly lucrative audiences, which, in turn, attract desirable advertisers. I work with several of these revenue-generating blogs, among them [www.adamsmithesq.com](http://www.adamsmithesq.com), a site about the practice of law as a business. It's not the most riveting topic, but the site is visited by affluent lawyers from the largest U.S. law firms. This and tailored sites like it are seen as credible and deliver to advertisers desirable niche groups that are difficult to reach through other media.

**Janet Stanton**, New York, NY

This was an interesting article, but you nearly lost me when you called Fark.com

a blog. Fark.com is not even close to being a blog. It's just an aggregator of other sites' links. There's a big difference.

**Jay Brooks**, via e-mail

### VENTURING OUT

Thanks to Howard Schultz, Vinod Khosla, and the other venture capital luminaries for an excellent list of businesses they'd be willing to fund ("The 20 Smartest Companies to Start Now," September). My company, Tap It, has been looking for funding for several months, and it's been a lot of work trying to convince the wrong people that there's a need for what we do. Imagine, then, my surprise when I read Jim Breyer of Accel Partners describing what is essentially our business: an online marketplace