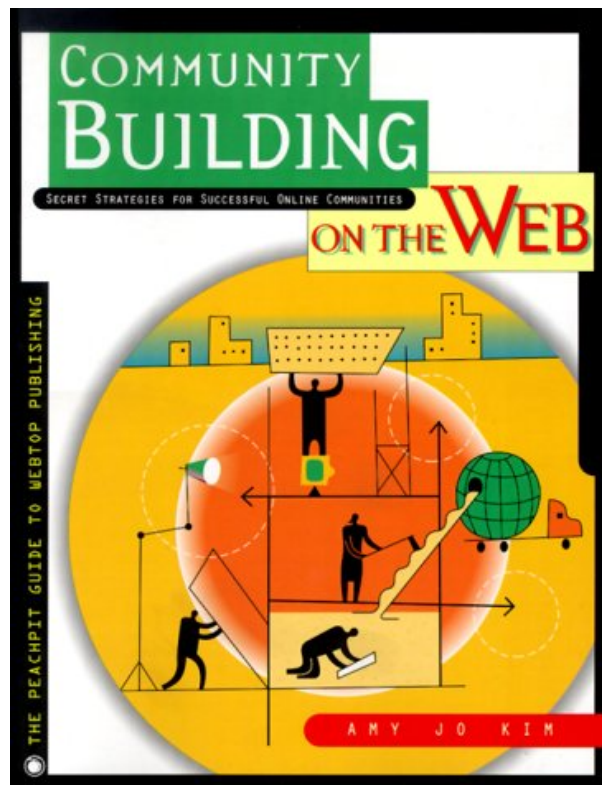
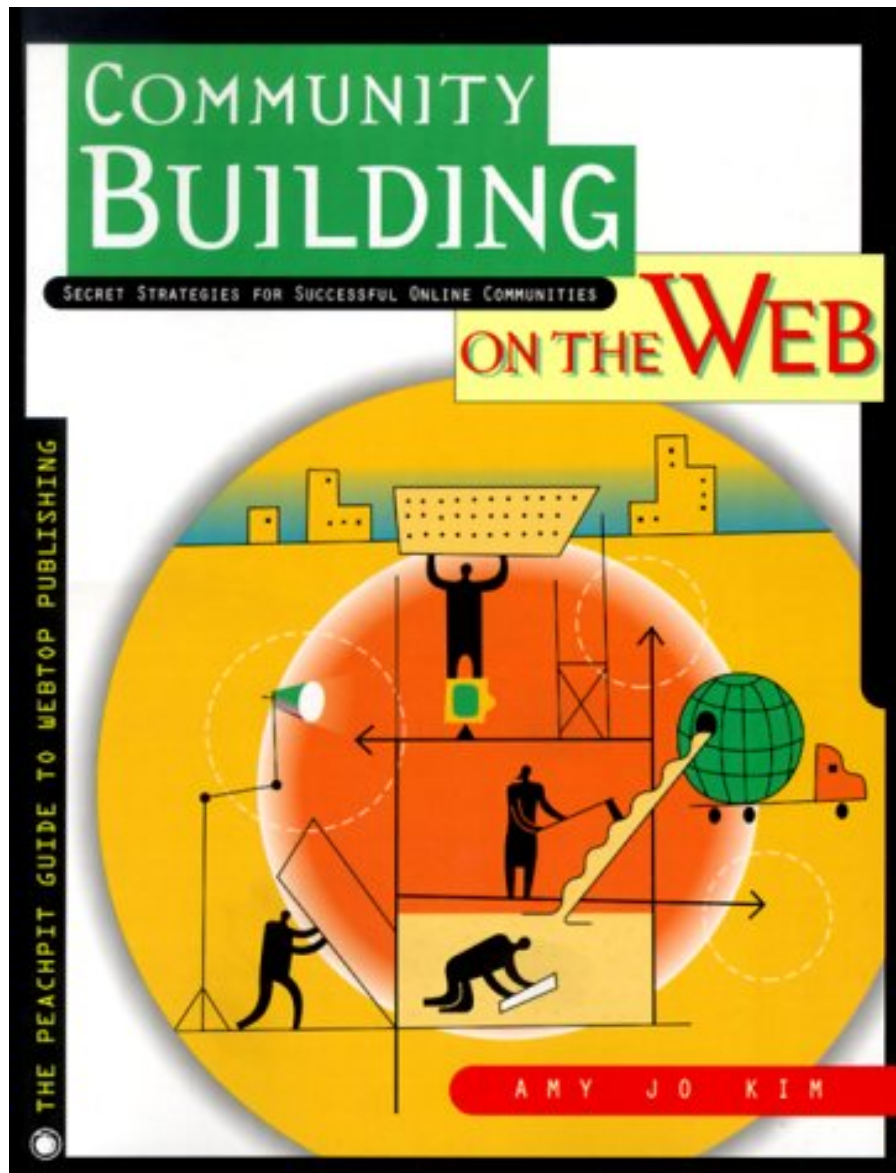


COMMUNITY BUILDING ON THE WEB : SECRET STRATEGIES FOR SUCCESSFUL ONLINE COMMUNITIES BY AMY JO KIM



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Amazon.com Review

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 Amazon.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.

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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.

From Library Journal

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book that will suit everyone from the beginner to the CEO wishing to bring people together, understand a community, create roles for community members, and provide leadership; for all libraries.

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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.

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What makes a Web site a Web community? How have sites like Yahoo, iVillage, eBay, and AncientSites managed to attract and maintain a loyal following? How can Web developers create growing, thriving sites that serve an important function in people's lives? Community Building on the Web introduces and examines nine essential design strategies for putting together vibrant, welcoming online communities. Amy Jo Kim, a leading expert in Web community design, has helped AOL, Yahoo, Oracle, MTV, and others start online worlds that have become flourishing gathering places that people come back to again and again. The book is full of informative examples, case studies, and tactics for every facet of Web communities, from welcoming visitors to training community leaders. (Previously announced on the Winter 98 list.)

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Most helpful customer reviews

20 of 21 people found the following review helpful.

Best book by far for online community building

By S. Lichtman

I'm an independent consultant on interactive technologies and web community building. I've read a number of books and articles giving advice about online communities, and none comes close to matching Amy Jo Kim's. Her book is the most exceptional in integrating human and technical considerations; describing how sites can launch, expand and evolve; giving lots of first-hand examples; and being an easy, fun read. I get the sense from her Naima company site that she's on the leading edge for design and technical approaches.

I'm personally working now with communities for performing artists and software developers. This book is the only one I'm willing to carry with me on all my customer consulting visits.

11 of 14 people found the following review helpful.

It really is a must-read

By A Customer

When I read the glowing reviews of this book on Amazon I was dubious; thought perhaps they were posted by the authors' friends. But this book is very, very good. It's caused me to change the way I think about my website and redefine my goals. I was only thinking in terms of chat and message boards, but this book made me realize there's a lot more to a good online community than that. The author clearly knows what she's talking about; the book is well written, informative, and fun to read. Worth every penny.

7 of 7 people found the following review helpful.

Applies across the board with good, practical advice

By Amazon Customer

Amy Jo Kim has collected many online community learnings and turned them into a practical, readable, and useful book. She has distilled things down to a level where they make sense for the smallest online community, as well as for the mega-commercial sites.

So what's to like about this book? It is well-organized. Kim has built the book around her nine down-to-earth

community design strategies with specific elements on how to execute those strategies. She stays on track. It uses examples from both large and small sites which take this book from the realm of theory to one of practicality.

You can read all of it or one section and it makes sense. Chapter divisions and subheads make for a pleasant browse for inspiration or to get a specific tidbit. Graphics are used generously, but my "old" eyes had to strain a bit on the screen shots.

From a content perspective, I found myself repeatedly nodding my head in agreement with her assessments and suggestions. She pays attention to what I feel are the three main domains of a successful online interaction space: purpose, design, and social structures or interactions.

While the business models of online community may not yet be clear, the mechanisms are becoming more visible. You can save a lot of wasted time and effort by using the guidelines, pulling what is relevant, and leaving the rest for when your needs grow or change. Good book. Worth the price!

Nancy White

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