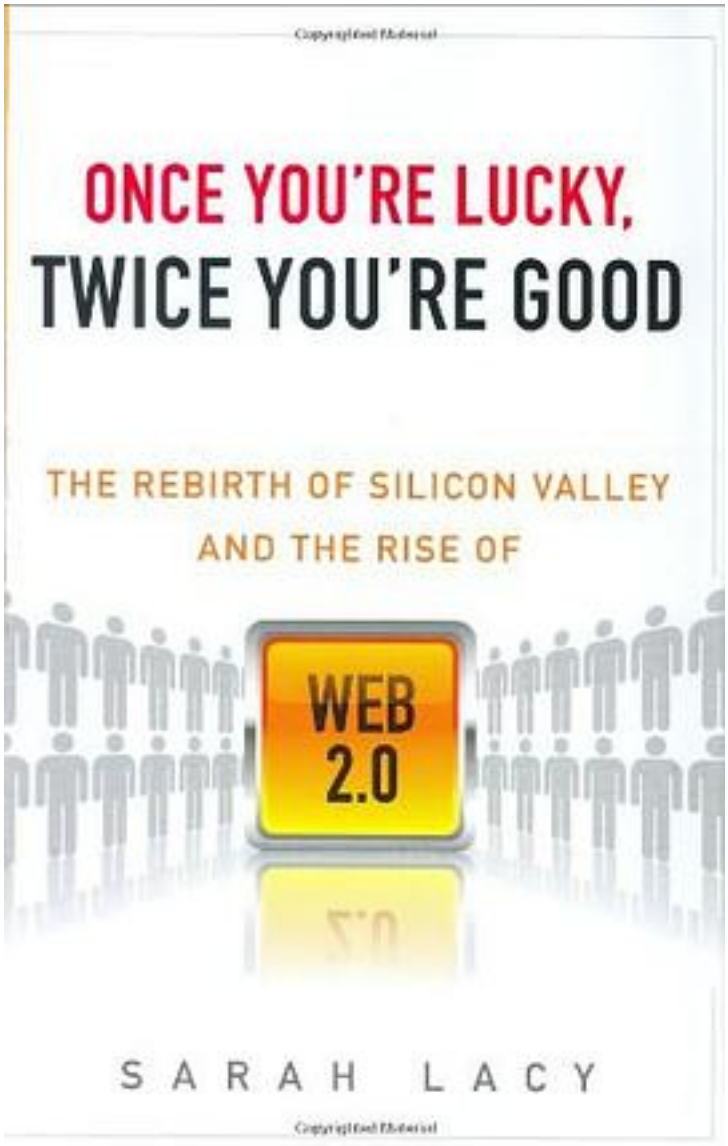
# Once You're Lucky, Twice You're Good

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The captivating story of the mavericks who emerged from the dot-com rubble to found the multibillion-dollar companies taking the Web into the twenty-first century

Once You’ re Lucky, Twice You’ re Good is the story of the entrepreneurs who learned their lesson from the Internet bust of 2000 and in recent years have created groundbreaking new Web companies. The second iteration of the dot-coms—dubbed “Web 2.0” —is all about bringing people together. Social networking sites such as Facebook and MySpace unite friends online; YouTube lets anyone post videos for the world to see; Digg.com allows Internet users to vote on the most relevant news of the day; Six Apart sells software that enables bloggers to post their viewpoints online; and Slide helps people customize their virtual selves.

Business reporter Sarah Lacy brings to light the entire Web 2.0 scene: the wide-eyed but wary entrepreneurs, the hated venture capitalists, the bloggers fueling the hype, the programmers coding through the night, the twenty-something millionaires, and the Internet “fan boys” eager for all the promises to come true.

作者介绍:

Sarah Lacy has reported on startups and venture capital in Silicon Valley for nearly a decade. She writes a biweekly column for BusinessWeek called "Valley Girl," and co-hosts "Tech Ticker" on Yahoo! Finance. She lives in San Francisco.

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## 标签

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Tracy‘sreadinglist.

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## 评论

To me this is WAY better than porn

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## 书评

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