



# **The Unofficial Guide to Building Your Business in the Second Life Virtual World: Marketing and Selling Your Product, Services, and Brand In-World**

*Jay Mahar, Sue Martin Mahar*

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One of the hottest trends in pop culture, Second Life(R), is a virtual, 3-D "world" that exists on the Internet. Populated by adults and teens alike--in numbers going into the tens of millions--those who use Second Life(R) barter and buy much the way they do in real life. They're also just as open to ads, products, and marketing--and businesses are just now discovering the enormous potential. A comprehensive, in-depth guide to the opportunities in this new marketplace, "The Unofficial Guide to Building Your Business in the Second Life(R) Virtual World "gives readers practical tips and strategies for creating an income stream, and marketing or extending a brand on the site. The book provides relevant examples--from IBM creating a collaborative virtual work-space, to start-up companies with virtual goods, to Princeton University offe-ing Second Life(R) classrooms--and provides proven techniques for successfully generating buzz through Second Life(R)-centered promotions and adver-tisements. This is one book that reveals the best ways to make money using the hottest thing online.

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