

# Contents

Acknowledgments . . . . .	xi
Introduction. . . . .	xiii
<b>1</b> Max Mancini: eBay . . . . .	1
<b>2</b> Alan Meckler: Internet.com . . . . .	15
<b>3</b> Eric Engleman: Bloglines . . . . .	29
<b>4</b> Gina Bianchini: Ning . . . . .	45
<b>5</b> Dorion Carroll: Technorati . . . . .	55
<b>6</b> Raju Vegesna: Zoho . . . . .	79
<b>7</b> Richard MacManus: Read/WriteWeb & Web 2.0 Workgroup. . . . .	91
<b>8</b> TJ Kang: ThinkFree . . . . .	101
<b>9</b> Patrick Crane: LinkedIn. . . . .	117
<b>10</b> Shaun Walker: DotNetNuke . . . . .	135
<b>11</b> Biz Stone: Twitter . . . . .	145
<b>12</b> Seth Sternberg: Meebo . . . . .	155
<b>13</b> Joshua Schachter: del.icio.us . . . . .	169
<b>14</b> Ranjith Kumaran: YouSendIt . . . . .	177
<b>15</b> Garrett Camp: StumbleUpon. . . . .	189



**x Web 2.0 Heroes**

**16** Rodrigo Madanes: Skype . . . . . 199

**17** Rod Smith: IBM Corporation. . . . . 209

**18** Tim Harris: Microsoft Corporation. . . . . 219

**19** Bob Brewin & Tim Bray: Sun Microsystems . . . . . 229

**20** Michele Turner: Adobe Systems Incorporated . . . . . 243

Index . . . . . 255

