

Third Party Customization Brainstorm: The next Big Thing??

A Pecha Kucha by John Dove
Fiesole 2011

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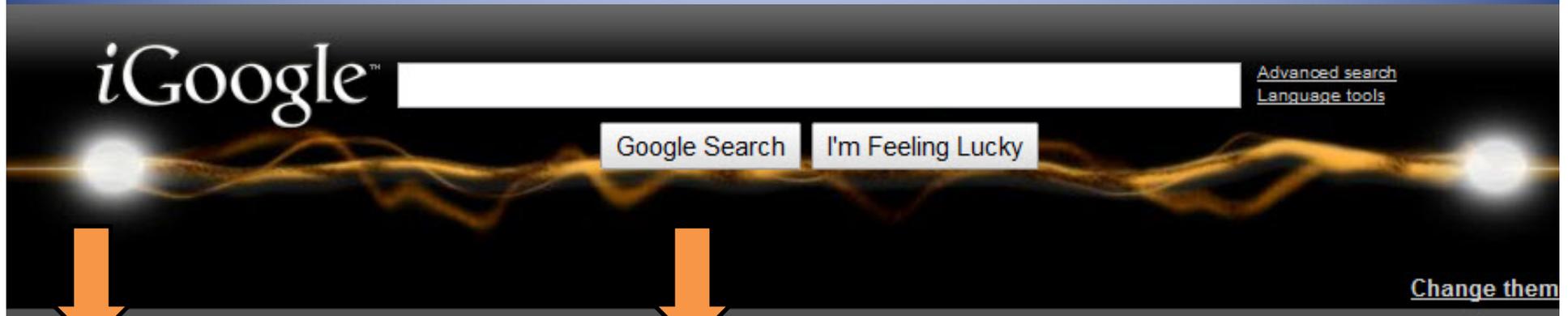


WHY THE
FUTURE OF
CONTENT IS
CONTEXT

HOW TO WIN IN
A WORLD WHERE
**CONSUMERS
ARE CREATORS**

STEVEN ROSENBAUM
FOUNDER AND CEO OF MAGNIFY.NET

First Party Customization



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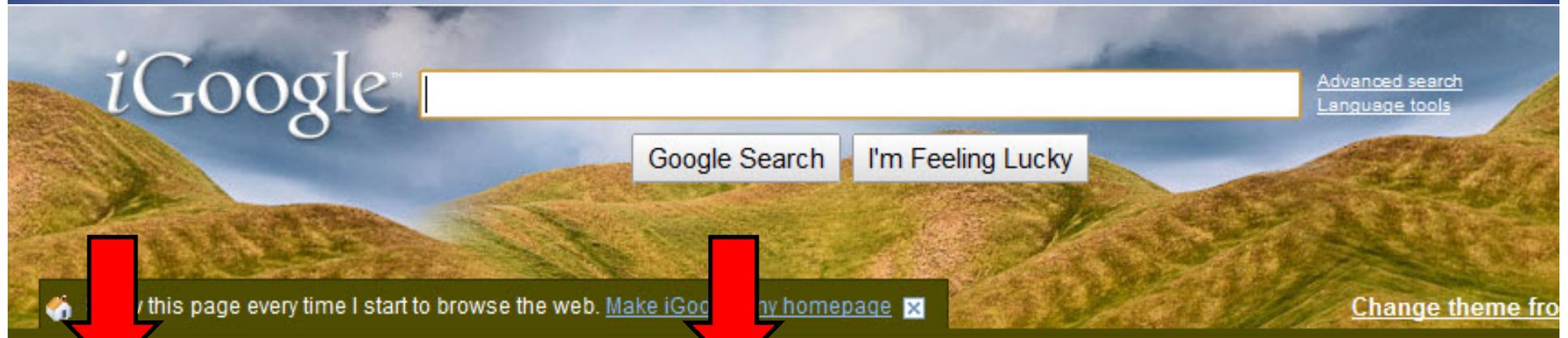
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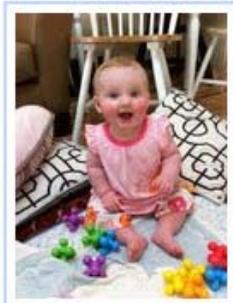


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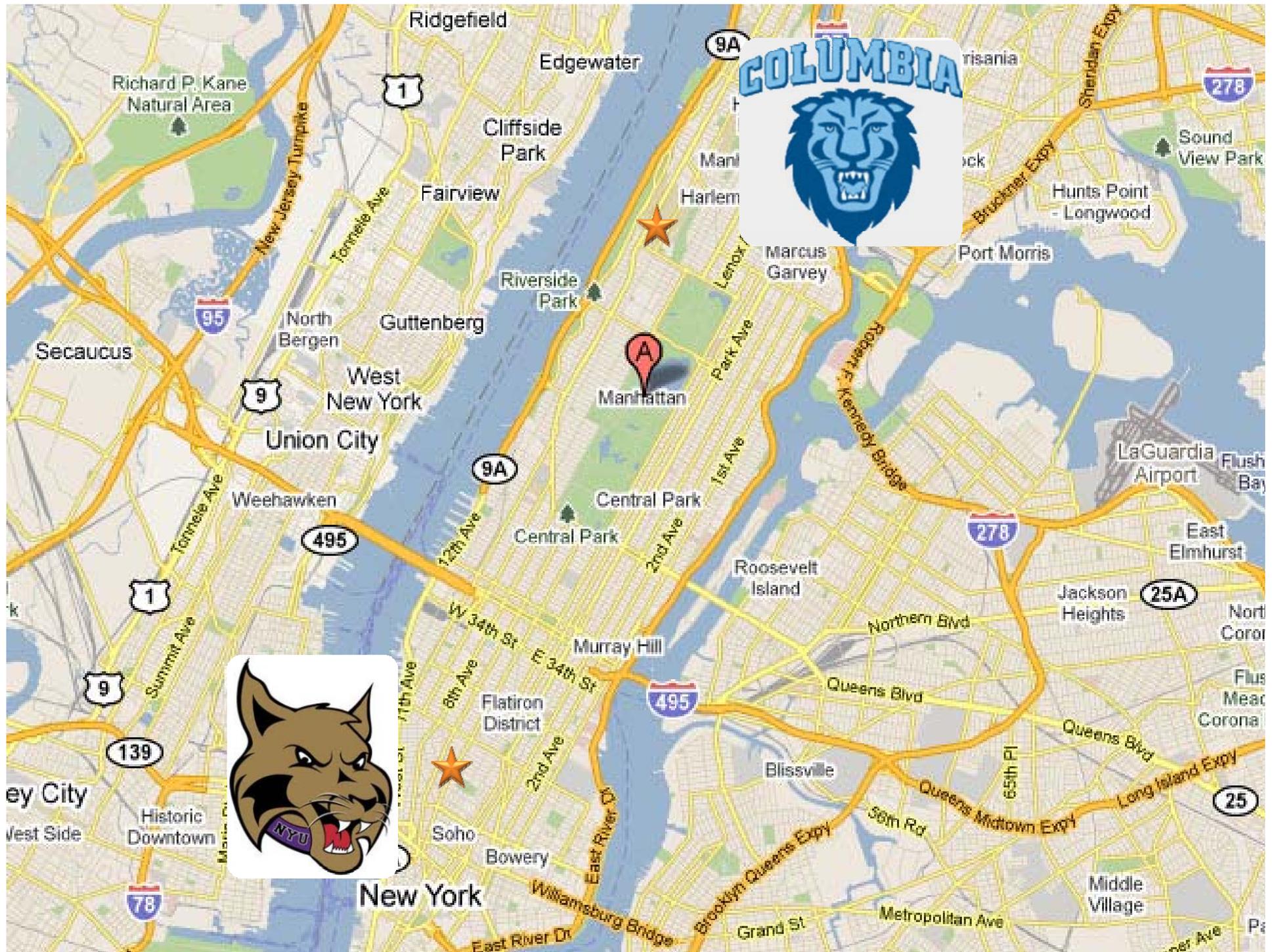
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Cold war

Ideological, political, and economic tensions from 1945 to 1989 between the USSR and Eastern Europe on the one hand and the USA and Western Europe on the other. The Cold War was fuelled by propaganda, undercover activity by intelligence agencies, and economic sanctions; and was intensified by signs of conflict anywhere in the world. Arms-reduction agreements between the USA and USSR in the late 1980s, and a reduction of Soviet influence in Eastern Europe, led to a reassessment of positions, and the 'war' was officially ended in December 1989.

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> DEFINITION

cold war from *Chambers 21st Century Dictionary*

noun: a state of hostility and antagonism between nations, without actual warfare, especially **the Cold War** that existed between the former Soviet Union and the West between 1945 and the late 1980s.

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Cold war

Bloomsbury Thematic Dictionary of Quotations

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cold war

The Blackwell Dictionary of Political Science

The term coined by Walter Lippmann to describe the confrontation between the Soviet and western blocs. Fortunately it never became a 'hot'...

Cold war

Respectfully Quoted

Bernard M. Baruch Let us not be deceived—we are today in the midst of a cold war. Our enemies are to be found abroad and at...

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- Beschloss, Michael R.; Strobe Talbott, *At the Highest Levels: The Inside Story of the End of the Cold War*, Boston and London: Little Brown, 1993.
- Gaddis, John Lewis, *We Now Know: Rethinking Cold War History*, Oxford: Clarendon Press, and New York: Oxford University Press, 1997.
- Gardner, Lloyd C., *Architects of Illusion: Men and Ideas in American Foreign Policy*, Chicago: Quadrangle, 1970.

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The end of the Cold War is examined with respect to the impact of Mikhail Gorbachev, Ronald Reagan, and their respective foreign secretaries. This discussion...

Leadership, Post-Cold War Politics, and Psychology

Robert Jervis, *Political Psychology*, Vol. 15, No. 4, 1994-12-01

Several psychological processes will play important roles in determining the shape of the post-Cold War world. This world will be more structurally and...

Sociology and Nuclear Weapons: A View from Outside

Peter R. Beckman, *Sociological Forum*, Vol. 7, No. 1, Special Issue: Needed Sociological Research on Issues of War and Peace, 1992-03-01

Calling attention to the relatively few contributions made by sociologists to the study of nuclear issues, a political scientist suggests a number of...

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Down to Earth

Morning, Frank, Jr., *Aviation Week & Space Technology* v. 166 no. 12 (March 19-26 2007) p. 52-5,

Part of a special section marking 50 years of spaceflight. The world's spacefaring countries are preparing for another leap as historic as the one taken...

Fast Attacks and Boomers: Submarines in the Cold War, The National Museum of American History

Weir, Gary E., *Technology and Culture* v. 44 no. 2 (April 2003) p. 359-63,

The exhibit *Fast Attacks and Boomers*, which is on display in the Smithsonian

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Cristea, Daria 1 daria.cristea@gmail.com, Cristea, Daria 1 daria.cristea@gmail.com, *Social Work Review / Revista de Asistenta Sociala* 2011, Issue 1, p207-216,

The theory of international relations as well as the theory and practice of social work owe much to the concept of 'security'. 'Security' is a fundamental...

HUMAN RIGHTS AND THE MODEL RULES OF PROFESSIONAL CONDUCT: INTERSECTION AND INTEGRATION.

Davis, Martha F. 1, Davis, Martha F. 1, *Columbia Human Rights Law Review* Fall2010, Vol. 42 Issue 1, p157-186,

The article focuses on the basis for integration of human rights in the domestic legal ethics norms of the American Bar Association (ABA)'s Model Rules...

Terror and the Politics of Containment.

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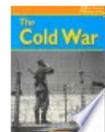
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The Observer, Fri May 06 11:55:55 CDT 2011

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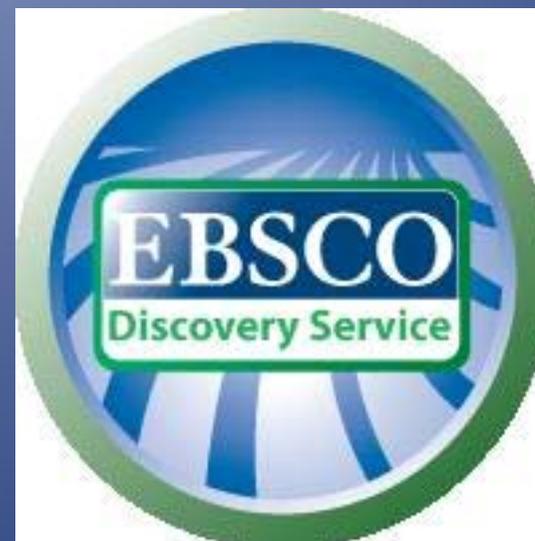
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Cold War

From Wikipedia, the free encyclopedia

For other uses, see [Cold War \(disambiguation\)](#).

The **Cold War** (**Russian**: Холодная война́, *Kholodnaya voïna*) was the continuing state of competition existing after [World War II](#) (1939–1945) between the [Communist World](#) powers of the [Western world](#), primarily the [United States](#) and its allies. Although the conflict was expressed through military coalitions, strategic conventional force deployment, [espionage](#), propaganda, conventional and [nuclear arms races](#), appeals to neutral nations, and the [Space Race](#).

After the success of their temporary alliance against Nazi Germany, the USSR and the United States emerged as the two superpowers. The Soviet Union created the [Eastern Bloc](#) with the eastern European countries it occupied, many of which were later consolidated as the [Warsaw Pact](#) (1955–1991). The US financed the [Marshall Plan](#) using [containment of communism](#) as a main strategy.

The US funded the [Marshall Plan](#) to effectuate a more rapid post-War recovery of Eu



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Zeus

The Hutchinson Unabridged Encyclopedia with Atlas and Weather guide — "[article] In Greek mythology, the chief of the Olympian gods (Roman Jupiter). He was the son of Kronos , whom he overthrew; his brothers..."

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HOW TO WIN IN
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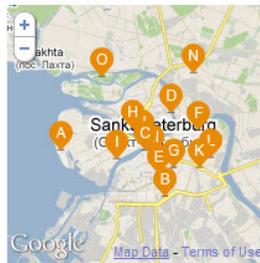
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St Petersburg Activities

- All (523)
- Activities (58)
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- Shopping (87)
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St Petersburg overview



Activity types

Activities in St Petersburg

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Private Tour of Pushkin (Tsarskoye Selo) and Catherine Palace

St Petersburg, Russia | Activities > Private tours



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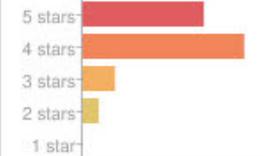
40 reviews for Merengue Restaurant

Search Reviews

Review Highlights What's this?

- "Um, and it's probably one of the best Dominican food places in Boston." (in 14 reviews)
- "Its smashed plantains, egg, FRIED CHEESE, and salami." (in 6 reviews)
- "...was a whole red snapper in creole sauce, sure it's hard to pick around the..." (in 8 reviews)

Rating Distribution | Trend



Sort by: Yelp Sort | Date | Rating | Elites* | Facebook Friends'

All Reviews



Elite '11
170
407

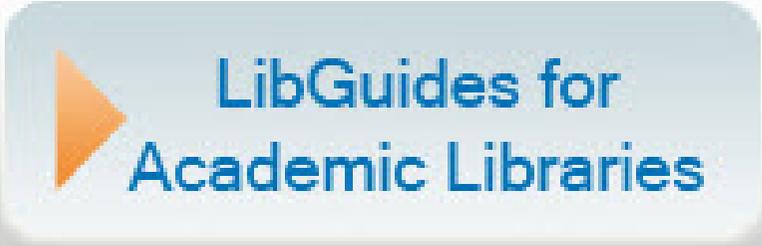
8/4/2010

I am all about the authentic, ethnic food experience (see my list), so making the long trip down to Merengue wasn't a problem if it meant experiencing the best Dominican cuisine around.

Here's what I loved about the place:





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Think Again: The Washington Post, Trumpled

Eric Alterman, 05.06.2011

Distinguished Professor of English, Brooklyn College, City University of New York

Donald Trump and George Will don't have much in common save the fact that both are selling peculiarly dangerous forms of snake oil and are



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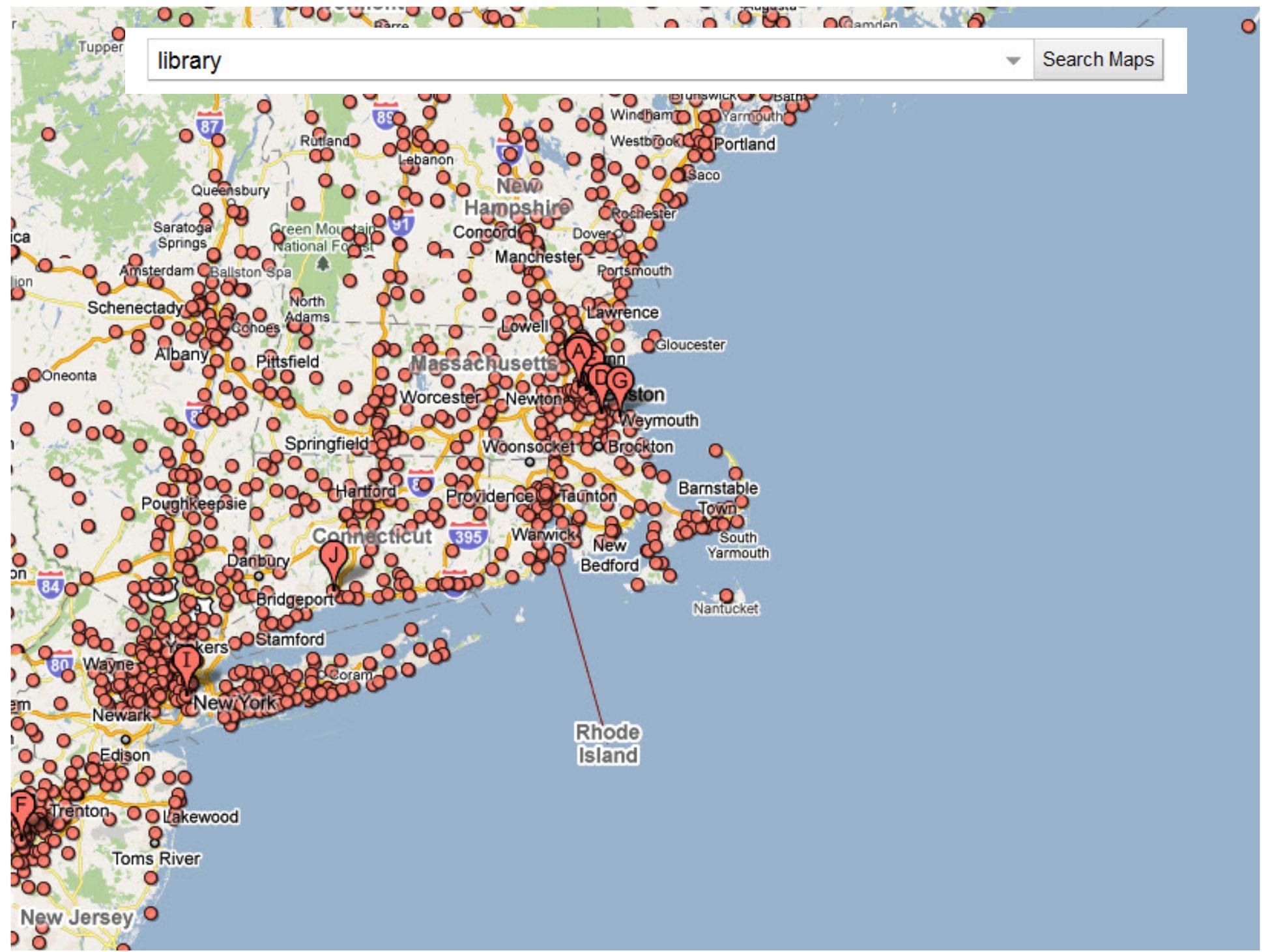
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The End

That was my first
Pecha Kucha.

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1. Is the concept of THIRD PARTY CUSTOMIZATION a useful distinction in describing what Topic Pages offer the student on the Open Web?
2. Are there other examples on the Web Today where a site invites in a third part to customize an open web user experience of others?
3. What should we call this?
 - Third Party Customization?
 - Collaborative Customization?
 - Librarian Web Scale Empowerment?