

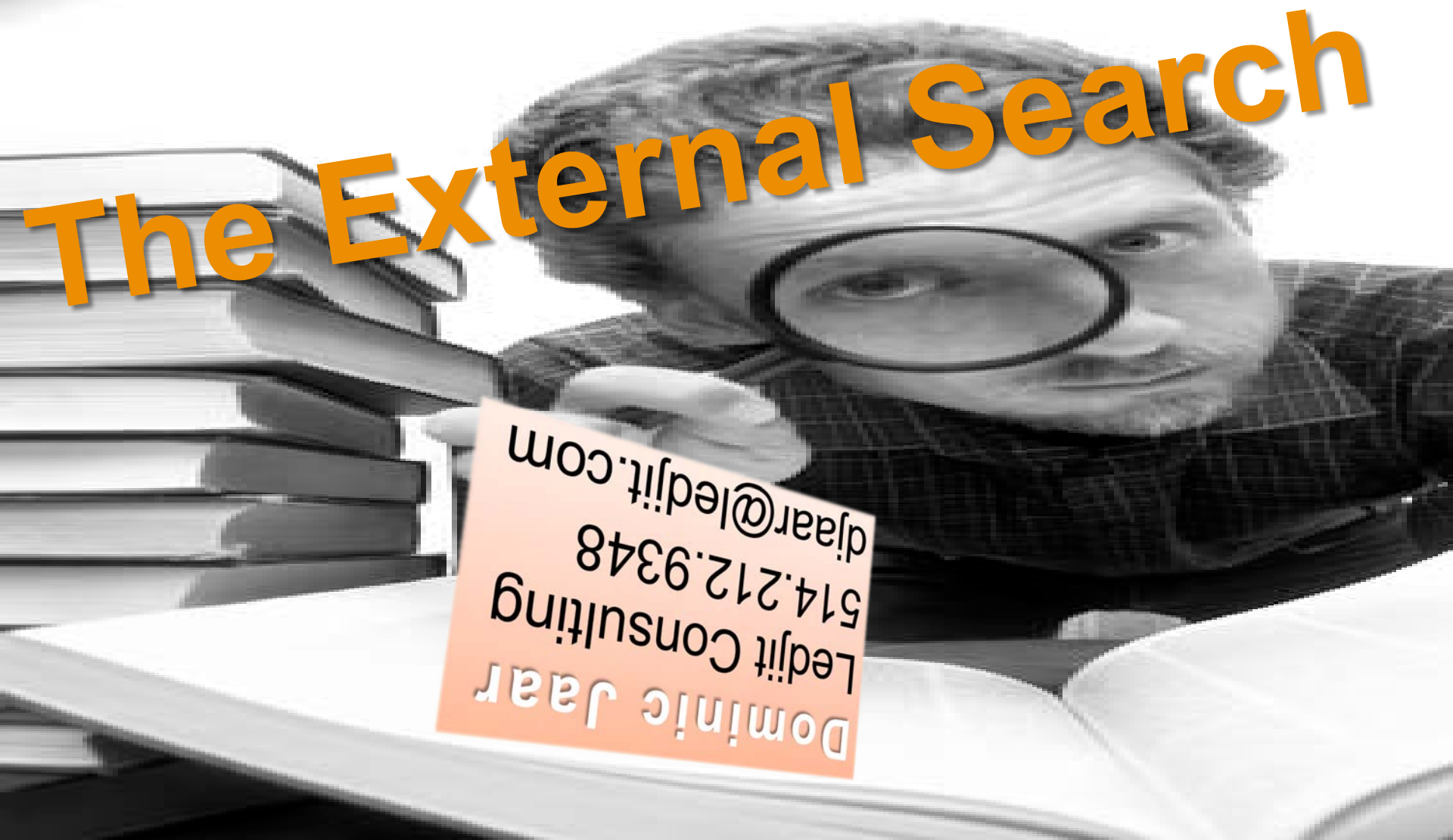
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JUNE 24 - 25, 2009 | LOS ANGELES CONVENTION CENTER

The External Search



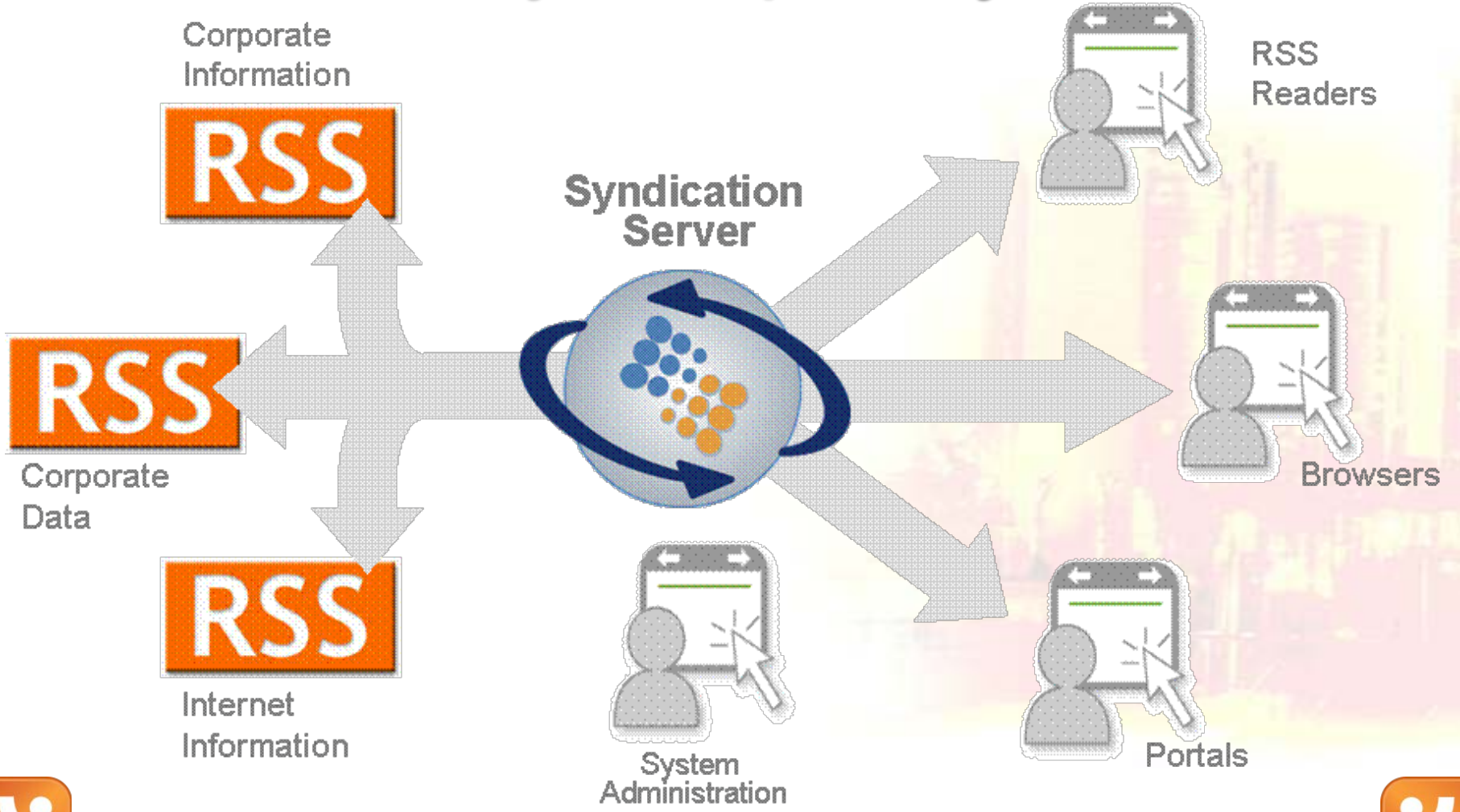
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djaar@ledjit.com

Avoiding recreating the wheel

Finding out what info is out there already



RSS: Really Simple Syndication



RSS Readers (Feeds Aggregators)

Online

Bloglines 



 **Rojo**

 **newsgator**

feedshow

Client



FeedDemon For Windows



NetNewsWire For Mac



NewsGator Go! For Mobile



NetNewsWire For iPhone



Portals

Online



netvibes



Intranet

- Sun's GlassFish



- MS's Sharepoint



- IBM's Websphere



Creating feeds



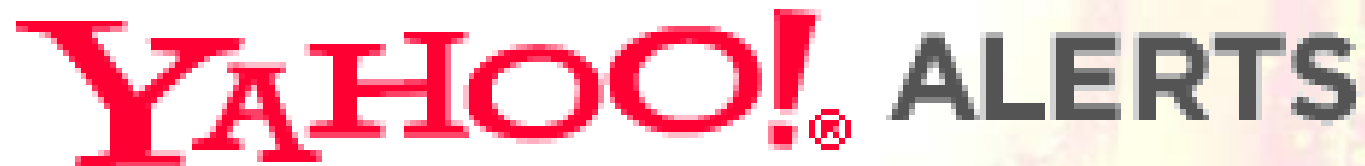
FEED43
FEED FOR FREE



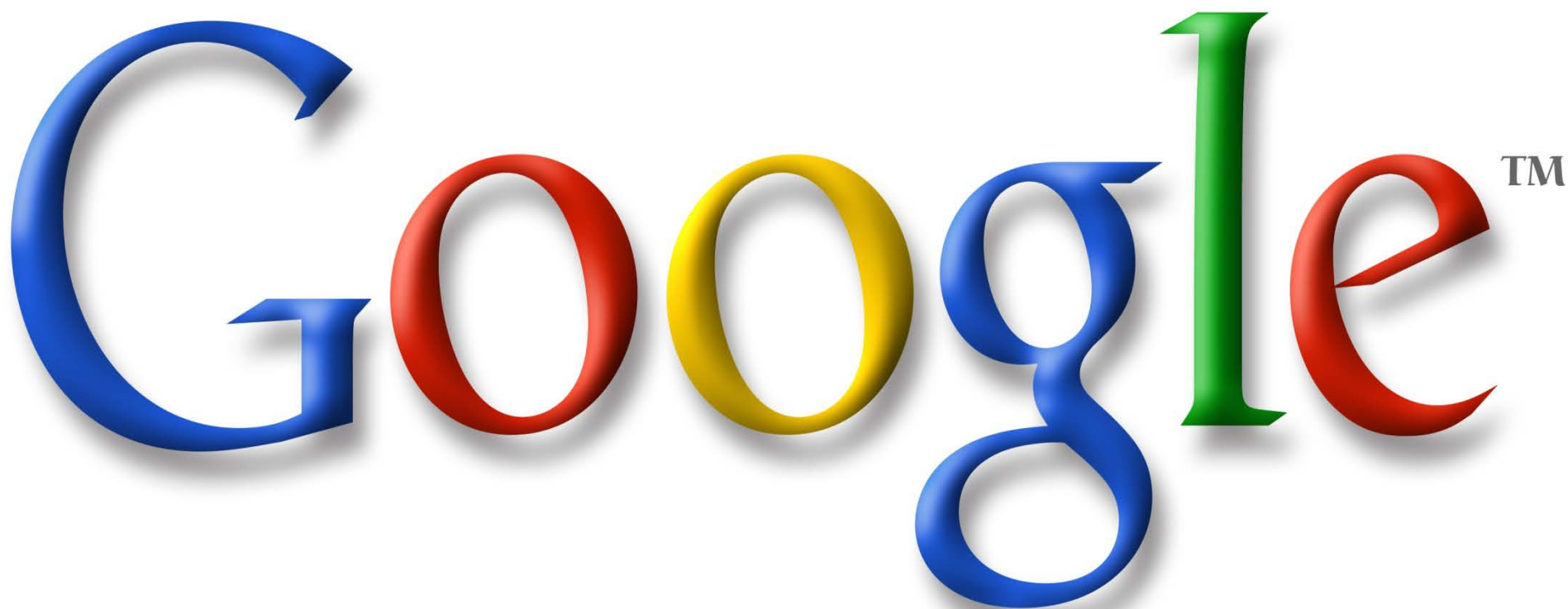
External KM

Competitive Intelligence and Analysis

Alerts



Moving beyond



Other search engines and strategies

Search Engines

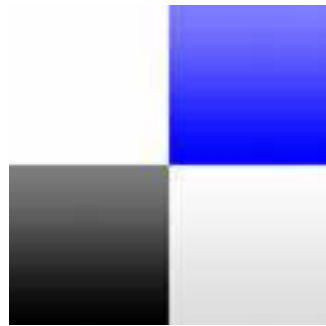


Best tips for managing your personal external data

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Bookmarks



diigo

Comments

Blogs

The logo for 'co comment' features the word 'co' in white lowercase letters inside a blue rounded square, followed by the word 'comment' in a white, lowercase, sans-serif font with a light blue drop shadow.The logo for 'backtype' consists of the word 'backtype' in a white, lowercase, sans-serif font centered within a solid black rectangular background.

Social networks

The logo for 'yacktrack' features the word 'yacktrack' in a bold, red, lowercase, sans-serif font with a white drop shadow, followed by a red speech bubble icon with a white outline.The logo for 'BLOGFLUX' features the word 'BLOGFLUX' in a bold, white, uppercase, sans-serif font with a drop shadow, set against a dark blue rectangular background. To the right of the text is a yellow graphic element resembling a signal or flux icon.

Discussion Boards

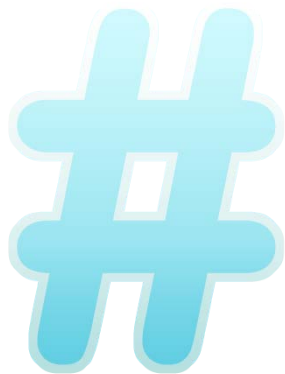
Big Boards



BoardReader™



twitter



Social Searches



socialmention*

No Duplication

ping.fm

friendfeed

twitter jaiku WordPress tumblr.

Pownce™ LIVEJOURNAL™ Blogger

Plurk Mashable SOCIAL NETWORKING NEWS xanga

plaxo brightkite facebook.

myspace.com. a place for friends identi.ca hi5

bebo friendfeed LinkedIn

What are they saying about you and your firm?

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Questions?

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