



# The Second Life Grid: The Official Guide to Communication, Collaboration, and Community Engagement

*Kimberly Rufer-Bach*

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## **The Second Life Grid: The Official Guide to Communication, Collaboration, and Community Engagement** Kimberly Rufer-Bach

Corporations, non-profits, and educational institutions will welcome this official guide that shows how to establish and maintain a successful virtual presence in Second Life. Written with the full support of Linden Lab, this is the perfect resource for organizations entering Second Life. Topics discussed include the technical and social issues of participating in Second Life, including integrating corporate culture into Second Life, in-world marketing techniques, selecting a solution provider, and how to conduct real-world business in Second Life. Plus, you'll get hands-on solutions, smart tactics, and practical techniques, such as setting up useful meeting spaces and planning and moderating events. The book is filled with actual case studies of how top organizations have leveraged Second Life and offers analysis of their SL presence.

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