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Phil's Blogservations

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Thursday, December 27, 2001

Posted by Phil Gomes 4:50 PM

Down Economy Inspires Weeping, Wailing, Gnashing Of Teeth, And Prodigious Amounts Of Name-Calling: Dan Fost's [column](#) in *The San Francisco Chronicle* demonstrates what the economic downturn has done to members of a certain business sector that was flying high during The Boom: new economy publications. It would seem from the article that the respective editors of [Fast Company](#) and [Business 2.0](#) have taken to bitch-slapping each other on the way down.

FC's Alan Webber on *Biz2*: ""I still think it's the department of lost souls. [AOL Time Warner] will not kill it, but that doesn't mean it deserves to live. There's too much ego involved in it."

Biz2's Ned Desmond replies: "For my money, [*FC* has] a very tired formula. It's one of the reasons why we have a lot of confidence. They have been playing out their own theme, 'Free Agent Nation,' 'Be Your Own Brand'...in a monthly format, and it gets very tired after a while."

The article also points out some interesting facts: *FC* was worth \$340 million to Gruner + Jahr AG and *Biz2* was snapped up by AOL Time Warner for \$68 million. All told, not a bad way to cash out.

Both are fine publications and service very different readerships, in my opinion. It makes no sense to me why they are beating each other up, save for the fact that they are perhaps fighting for the same ever-dwindling advertising dollars. However, I do find that Mr.

Important Links

- [Art Bell](#)
- [Behind the Music](#)
- [Blogdex](#)
- [Brill's Content](#)
- [Business 2.0](#)
- [Computerworld's "Shark Tank"](#)
- [Deja.Com RIP](#)
- [Harlan Ellison](#)
- [Good Morning Silicon Valley](#)
- [Google](#)
- [Guitar World](#)
- [Guitar One](#)
- [InfoWorld Opinions](#)
- [IMDB](#)
- [Dan Fost's "Media Bytes"](#)
- [The New York Times "Circuits"](#)
- [Oddly Enough](#)
- [O.L.G.A.](#)
- [The Onion](#)
- [SatireWire](#)
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- [SciFi Wire](#)
- [Semiconductor Alert! w/ Bob Henkel](#)
- [Slashdot](#)
- [The Smoking Gun](#)
- [Technology Review](#)

Desmond's criticism is valid: *FC's* cover story almost since its inception has been "self-as-brand" and "do your job better *this* month." Valuable advice (I write to you from a so-called "at-will" state, where employers or employees can terminate a relationship for no good reason, while the former laments the lack of loyalty in today's workforce), though somewhat meager gruel with which to sustain people's fickle interest.

That said, I've always felt that this [article](#) about the U.S.S. Benfold stands in memory as one of the most inspirational pieces of journalism I've ever read.

Posted by Phil Gomes 9:54 AM

Danger: Gloating Below: C'mon! Say it! "Phil and his team are PR bad-asses!!" Say it!!! *I just can't hear it enough!*

Going into 2002, remember: "All your base are belong to *me!*" ?Quien es tu papa? !? *QUIEN ES TU PAPA?!*

- [c|net](#)
- [Compulenta](#)
- [Electronic Buyers' News](#)
- [Electronic Engineering Times](#)
- [Portable Design](#)
- [IDG News Service](#)
- [NewsFactor](#)
- [Reuters](#)
- [The San Jose Mercury News' "Good Morning Silicon Valley"](#)
- [Scientific American](#)
- [Semiconductor Business News](#)
- [Slashdot \(Dec. 11, 2001\)](#)
- [Slashdot \(Dec. 20, 2001\)](#)
- [Ziff Davis News Service](#)

Posted by Phil Gomes 9:44 AM

Even In A Downturn, Maximum Productivity Is Marketed To Consumers: Now, your Palm-based handheld can [regulate your power-naps](#) to ensure optimum productivity.

The **JETLOG** 24x7 PowerNapping Module boasts "Strategic Wakeup" functionality and "Maximum Recovery In Minimum Time(TM)."

People: The bubble has burst and, with it, I thought that this maniacal drive toward redlined (and red-eyed?) productivity would decelerate somewhat. No such luck. *Inc. Magazine* editor Jill Andresky Fraser has some [opinions](#) about this trend.

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Friday, December 07, 2001

Posted by Phil Gomes 3:53 PM

They Should Have Left It Off: Reuters is running a [story](#) about some religious zealot who, thinking that his johnson was causing him to sin, sliced it off with a machete.

All religious zealots who do harm to self (i.e. this shmuck) and others (i.e. those "jihad"-shouting bastards to the east) all deserve to have their one-eyed trouser snakes removed. Perhaps with a *blunt* machete!

Monday, December 03, 2001

Posted by Phil Gomes 9:09 AM

Ginger Finally Launches...And It's Unbelievably Anti-Climatic!!: The U.S. hype machine again took a perfectly fine technical idea, hyped it to death, and subjected it to a humiliating and anti-climatic introduction. Yes, "[Ginger](#)" has launched.

This was worth a \$250,000 book advance from Harvard publishing? *This* is what inspired ejaculatory praise from Steve Jobs? *This* is what inspired Jeff Bezos' notoriously honking laugh?

This is why I struggled to get up in time for *Good Morning America*?!?

My beef isn't with Kamen; he's a brilliant inventor whom I have greatly admired ever since *The Smithsonian* did an article on him in 1994. (In fact, Kamen shrugged off much of the wild speculation.)

But are we as Americans so desperate to find the next big thing that we take a nationally renowned inventor and hype his perfectly fine (though less-than-futuristic) invention to death?

Kamen is a genius. Shame on us.

Sunday, December 02, 2001

Posted by Phil Gomes 11:30 AM

Tech Journalism Continues To Disappoint: Check this out, as supplied by a prominent source acquisition network for journalists:

For a feature article, a reporter with a weekly technology trade magazine

would like to interview enterprise users of CRM ["Customer Relationship Management." -pmg] technology who've experienced CRM vendors overpromising what their products could do. She's looking for companies that have experienced severe overselling and can provide good detail on the ill effects of getting tied up in CRM software that promised the sun and moon but couldn't deliver.

Now, maybe this is an artifact of phrasing rather than intent, but shouldn't the question be "I would like to determine *whether* CRM vendors are delivering on their promises, or overpromising?" The cast of this article by an ostensibly impartial journalist has already been determined based on the parameters of the sourcing. If she's lucky enough to find three disgruntled CRM customers (probably an easy task), then she has her "CRM Vendors Are Evil Shysters" article, irrespective of the hundreds of customers that might actually be happy with their *six-figure* CRM purchase.

For a great opinion piece on the technology journalism of the past few years, check out [this piece by Steve Gilliard](#). (However, I find the writer's stance a little *too* strong.)

Monday, November 12, 2001

Posted by Phil Gomes 11:08 AM

"Linux is a threat. No it isn't. Yes it is...": The excellent and irreverent UK tech news site [The Register](#) has published an [email](#) from Microsoft's sales VP about the threat of Linux.

Depending on the situation, the company will either dismiss the open source operating system as a hobbyist plaything with no real place in computing, or trumpet it as a threat in order to convince the complacent nincompoops at the Department of Justice that they aren't a monopoly. They really can't seem to make up their minds on this point.

Monday, November 05, 2001

Posted by Phil Gomes 11:31 AM

In A Tech Downturn, Everyone Seems To Have A Silver Bullet: One of my very deeply placed moles in the technology industry writes "If i read one more pitch that starts this way i'm

going to kick something, hard. We get it: The economy sucks and somebody still loves your company. Woo-hoo. Names changed to protect the guilty."

I agree that this is pretty wretched. Massive punctuation liberties and ellipsis abuse!!

Despite the current bleak economic landscape, there are few signs of hope.....however, one shining star, is a company called *WeAreStillCool*...A company whose technology is so innovative, they have actually just received their third round of funding, see release below for specific info) despite the less than stellar current environment....Truly a testament to this company's superior product and prospects for long-term growth. This funding announcement will be made early next week and I'd like to offer it to you and the Journal exclusively....Along with an interview with *CEO Boss Man*, the former number 2 at both *Big Company & Even Bigger Company*....More info on the company follows.....

As I'm sure you're aware, much has recently written about the demise of the telecommunications industry in the wake of recent events and the disappearance of the broadband market overall....On the other hand, nothing has been written about a company that is able to generate and create alternative revenue streams for telecom companies immediately!!!

That company is *WeAreStillCool*.
WeAreStillCool is able to capitalize on the infrastructure that these telecommunications companies have built by building additional revenue streams for them.....

Saturday, November 03, 2001

Posted by Phil Gomes 2:49 PM

Some Weekend Inspiration: I found this little gem during a random Web browse. Enjoy!

A reporter was interviewing the successful president of a local bank.

Reporter: "Sir, what is the secret of your success?" a reporter asked a bank president.

President: "Two words"

Reporter: "And, sir, what are they?"

President: "Right decisions."

Reporter: "And how do you make right decisions?"

President: "One word."

Reporter: "And, what is that?"

President: "Experience."

Reporter: "And how do you get experience?"

President: "Two words"

Reporter: "And, sir, what are they?"

President: "Wrong decisions"

Note that the views expressed on this site do not necessarily reflect those of Phil's day-job employers, its business partners, its clients, or anyone or anything that doesn't come from Phil's demented imagination. Hell, even Phil disagrees with what he thinks sometimes. So there. Shut up and keep browsing. The fact that you read my disclaimer this far is absolutely deplorable. You need a hobby. Or a puppy. Or something. Do yourself a favor: move out of mom's basement. Stop subsisting on grandma's melba toast. "Ishtar" is probably your "Citizen Kane" for all I know. Your high school guidance counselor was right-- you'll never amount to anything. And there's no Easter Bunny either.

