

LEADERSHIP**AMAZON'S CHIEF SCIENTIST ANDREAS WEIGEND ON WEB 3.0 MARKETING, TWITTER, "WEBBUSINESS"**BY: AUSTIN CARR

Andreas Weigend, former chief scientist of Amazon, spoke to audiences Tuesday at the World Innovation Forum about how to bring your business into Web 3.0 marketing. Weigend, who teaches at Stanford and is an expert in data mining, argues that we've moved from "eBusiness" (essentially, getting businesses online in Web 1.0) to "MeBusiness" (customer focus in Web 2.0) to "WeBusiness," which realigned marketing with a community focus. Weigend used his time as Amazon to teach lessons on how marketing has evolved into a combination of communication between the customer and businesses, the customer and other customers, and the customer and the world.

"Amazon helps people make better decisions," began Weigend, who believes all businesses should mimic this practice. For example, he cites Amazon's customer reviews--hardly a novel idea, but one that convinces consumers that they're making the



Customer-to-world

communication is another tactic Amazon implemented. Weigend realized that customers wanted to communicate their personality to the world in some way; for example, with its wish lists, Amazon provided customers with a tool to publicly share their interests. "It shows that this is a book I'm interested in," said Weigend. "[But] it [also] shows what kind of person I am."

Weigend reasons that this is why Twitter has become so popular (even as Twitter cofounder Biz Stone was about to come on stage), and theorized that consumers love this customer-to-world interaction because it creates an "illusion of an audience." "I have 1,000 followers, and I feel that if I say who I'm having breakfast with, then 1,000 people will read it," he said, discussing his Twitter page. "But we did a few experiments, and I'm deeply crushed--I thought lots of people were following me, but now I am not so sure." Weigend believes this "illusion" of an audience helps foster an online community on Twitter and Amazon, where features like wish lists give the impression that they are publically sharing their interests.

Do you have a wish list on Amazon? How many followers do you have on Twitter? How many followers do you *actually* have on Twitter?

