

Networked Markets Are Democratic, Structured Markets Are Republican.

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By **Bob King**

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Zazzle.com

was the way to go there, I posted this:

Ok... now, is this trollery, shrewed marketing, editorial comment or what?

Well, it's all of the above – and a new clue about the new networked economy.

Zazzle.com

and

Cafepress.com

are two examples of new, consumer-creator driven media – the

Michelle is a brand. I am a brand. Tacitus and Dkos are brands.

But the traditional brands – for peas and pajamas and politics – those are in deep, deep trouble.

And it's worth checking out how people are playing on those brands:

Anti Bush activists are vitriolic.

Pro Kerry can be summed up as "being praised with faint damns."

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As Papa Heinlein observed; "Money is the sincerest form of applause."

Bob King writes regularly for

Graphictruth.com

and Wall/Fire eZines. He can be reached by email at

webcarve@graphictruth.com

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**By Andrew Hansen**

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