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THE BUSINESS AND CULTURE OF OUR DIGITAL LIVES, FROM THE L.A. TIMES

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Around the Web 7.24.08: Microsoft fumbles, Facebook connects, hackers target Google, Apple

9:43 AM, July 24, 2008

-- Who's next in line to run **Microsoft's** struggling online business? Go ask Steve Ballmer (pictured right) -- or not. [Boomtown](#)

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-- **Opposing Views** gives people something to talk about. [CNet](#)

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-- **Google's** Blogger hosts 2% of the world's malware. [PC Pro](#)

-- **Twitter** tries to improve service, outrages users -- again. [ReadWriteWeb](#)

-- Will the real video **Twitter** please stand up? [TechCrunch](#)

-- Nintendo says **Wii** limited storage issue is a mainstream problem. [MTV](#)

-- Om Malik explains why **Facebook Connect** matters. [Gigaom](#)

-- Or is **Facebook** just a fad? [Mashable](#)

-- **Zuckerberg**: We don't need no stinkin' revenue. [Silicon Alley Insider](#)

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-- Jessica Guynn

Photo: Microsoft Chief Executive Steve Ballmer. Credit: Kay Nietfeld / EPA

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Hopefully, the Mainstream Media won't be hood-winked by Zuckerberg re: "social networking" or "online communities" the same way the ent. biz was by Jobs re: music.

Facebook is a walled garden. Unless you pay, especially upwards to thousands of dollars, an average business owner can not create a user profile on FB. My company, like many other across the WWW on FB, had our profiles deleted, most likely in advance of the launch of their "improvements." FB is clearly optimizing the site so maximize advertising revenue at the expense of their users, particularly users with small businesses who cannot afford to purchase "ad sales" from their team.

I hope the Times starts providing subtle analysis around issues of inter-operability, privacy protection, data information and general consumer/user freedoms.

Instead of just covering the brands, large personalities, urr, mini-celebrities and general drama

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Alex Pham covers consumer electronics and video games (no, she doesn't get to play World of Warcraft all day). She has been a business reporter for nearly two decades, writing for the Oregonian, the Washington Post, USA Today and the Boston Globe before joining the Times in 1999 at the peak of the dot.com bubble. When not chewing on SEC filings, Alex enjoys mixing up Lego bricks with her son. [alex.pham @ latimes.com](#)



Chris Gaither oversees technology coverage as an assistant business editor. He joined the Times in 2004 as a reporter covering the big Internet companies and the changes they wrought

