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Whiteboards of the rich and famous

(5/23/01)

At CNET, your influence is directly measured by how much whiteboard you have in your office. (The more and more varicolored whiteboard markers you have, the better.) Being a humble executive editor, I have two whiteboards with the total area of a dinner napkin. VPs have walls dedicated to whiteboards for the big ideas they need to jot down. Folks at the C level (the *grands fromages* at Mer de la NET) have entire offices made of the stuff.

In short, the whiteboard is the intellectual scratch pad at CNET. It's the place where ideas are born and transmuted into beautiful crystalline palaces struck down by a single cruel fact—a playground for what-if'ing and riffing or just hanging out and huffing the fumes from the markers.

In an attempt to peek inside CNET's collective psyche, I did a bit of amateur sociological sleuthing. (OK, I went around after hours with my digital camera and took snapshots.) What follows is an MRI of CNET's neurons firing in bursts of creativity, chaos, and sometimes, illegibility.

Wabbits and whiteboards



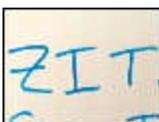
Is this a new approach to employee motivation? (Tempt the rabbit-*cum*-employee with the Internet, then a carrot, then, finally, a tuna database?) Or is this a new paradigm for the *B2W2D* (business-to-wabbit-to-dolphin) marketplace?



It's a bird...it's a plane...it's CNET's stock price? (Ohpleaseohpleaseohplease!)



The Good-bye Geeks: Bill and Steve, Steve and Bill. Constant companions, or a constant source of irritation?



Coming soon: the Say What? channel. We're still working on the URL.



Coming soon, part two: Check out CNET's newest channel, Puttyworld.com!!! Whether you're sculpting a whole new look for your PC or performing some amateur cosmetic surgery, Puttyworld is your first pick to click. (Wait--that URL's taken. What about CaulkPlanet.com?)



Dorothy, we're not in Silicon Valley anymore.



Portrait of the editor as a caffeine addict.



Well, it beats stock options.



As you can see, during conjugation, plasmids from the bacteria on the left are transferred to the bacteria on the right, then piped to a server farm outside of Conshohocken. Now, how do we monetize the B2M (buyer-to-microbe) transport of macromolecules across the bacterial envelope?



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