

Information Society

The Information Society Project at Yale Law School is an intellectual center for the study of a new age in which telecommunications and intellectual property are central determinants of the structure of society, the development of human culture and countless aspects of human endeavor. The Project sponsors conferences, underwrites independent research, produces publications, and offers advice to public policy makers, legal officials and industry leaders.

"The Internet has proved that a thousand monkeys at a thousand keyboards will not eventually produce a Shakespeare play."

During the recent Train the Trainer seminar that I lead, the participants discussed their mission, as professional trainers, to encourage responsible learning & conversations. It's interesting to now recall that conversation because that's also the mission of the Information Society Project. You'll find the ISP at webserver.law.yale.edu/infosociety.

E-Commerce On & Off

DoubleClick, the Internet's largest advertising network, created a stir in the online advertising world when it announced plans to purchase Abacus Direct for more than \$900 million. Abacus Direct specializes in offline database marketing.

Abacus Direct's strength is in managing the buying patterns on catalog shoppers. DoubleClick's strength is in tracking the online habits of web surfers.

With both skills under one roof, the development of e-commerce marketing will take a big jump forward.

Internet Hoaxes

We've all received email asking for get-well cards for the little boy with brain cancer. We've been warned that some popular shampoos contain Sodium Laureth Sulfate (ugh!). And we've received email invitations from Bill Gates for a million bucks and a free Disney vacation.

Did any of these email messages sound just a little bit far fetched? If you don't think so, you should! Don't be so gullible! Pranksters take to the Internet like ducks take to water.

Email hoaxes clog vital email pathways and waste our time.

An HP engineer has created a website to help debunk these hoaxes: www.nonprofit.net/hoax.

P.S. Sodium Laureth Sulfate is soap.

Customers Speak Out

"Appreciate your letting us customize the course for our specific needs." *Hayes Merkert, Manekin*

"This class helped me understand those 'little' problems and gave me the tools to solve them. Thanks."

Tobi Morris, College Bound Found.

"I love coming to Jeff's classes. I learn many new things each class. I always leave happy."

Aspasia Kyte, Johns Hopkins Hosp.

"The small class was ideal."

Ervin Reid, Strategic Field Associates

"It was lots of fun, very informative!"

Barbara Kornick, Pacific Rehab

"Best class I've ever attended!"

Lynn Hall, Spectera

Upcoming Classes



Here's a short list of our most popular classes. Call Dave or Ann for a list of all our classes.

Windows 95/98/NT, Lvl 1	8/2
Word, Lvl 1	7/1, 7/21, 8/3
Word, Lvl 2	7/22, 7/26, 8/23
Excel, Lvl 1	7/6, 7/8, 7/23, 8/4
Excel, Lvl 2	7/27, 8/27
PowerPoint, Lvl 1	8/11
PowerPoint, Lvl 2	8/26
Access, Lvl 1	7/9, 8/9
Access, Lvl 2	7/26, 8/20
Netscape, Lvl 1	8/17
Internet Marketing	8/17
Website Dev, Lvl 1 & 2	8/19
FrontPage, Lvl 1	call for dates
PageMaker, Lvl 1	7/29 & 7/30
PageMaker, Lvl 1	8/24 & 8/25
Act!, Lvl 1	call for dates
MS Project, Lvl 1	call for dates
QuickBooks, Lvl 1	7/19 & 7/20
Train the Trainer, Lvl 1	9/2 & 9/3

New Hacking Software

The Cult of the Dead Cow said it will release Back Orifice 2000 at the annual DefCon convention in Las Vegas this month.

The underground computer security group will release a new version of the notorious software program that lets crackers watch and listen in on Windows-based PC users.

Back Orifice 2000 will run on WinNT and feature a modular programming architecture that enables developers to write additional modules, plug-ins. Additional details: dgl.com/itinfo/1999/it990630.html.

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