



## Podcast: What Makes an Online Community Tick? Ask Craigslist, Yahoo and Pheedo

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On-line communities have become not just a major social force, but a significant driver of business activity both online and offline. Facilitating, nurturing and benefiting from those communities, however, is not a simple task. To explore what makes these communities tick, [Kevin Werbach](#), a professor of legal studies and business ethics at Wharton, spoke with Craig Newmark, founder of Craigslist.com, Julie Herendeen, vice president of Network Products at Yahoo and William Flitter, CMO of Pheedo. All three are involved with successful online communities and efforts to leverage and facilitate online communities, but in very different ways.



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This is the first of a series of interviews that Werbach will host this year on Knowledge@Wharton, leading up to the [2006 Supernova Conference](#) which is going to be this year June 21-23 in San Francisco. Supernova is a conference on emerging technologies that Werbach organizes in partnership with Wharton.

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