

THE NEW FRONTIER FOR **REAL ESTATE RICHES**

PAGE 25

**BOTTOM LINE  
DESIGN  
AWARDS:  
10 HIT  
PRODUCTS**  
PAGE 113

# BUSINESS 2.0

**BEST-KEPT**

**SECRETS**

**OF THE WORLD'S**

**BEST**

**COMPANIES**

PAGE 82

**25 TRICKS OF THE TRADE, INCLUDING:**

**HOW HONDA** TURNS BROWSERS INTO BUYERS

**WHAT SOUTHWEST** DOES TO FIND GREAT EMPLOYEES

**WHEN MICROSOFT** KNOWS A NEW PRODUCT WILL FLY

**WHERE GOOGLE** GETS ITS STARTUP ENERGY

**WHY P&G** MAKES STRATEGY MEETINGS SLUGFESTS

BUSINESS 2.0

BEST-KEPT SECRETS

REAL ESTATE'S NEW FRONTIER

BOTTOM LINE DESIGN

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## TARGETING THE EYE IN THE SKY

Where eyeballs roam—even if it's at an altitude of several thousand feet—advertisers are sure to follow. Thanks to aerial imaging services like Google Maps and Windows Live Local, a growing roster of companies are exploring ways to make ad messages visible to satellite-based cameras. Several Target stores already display the retailer's distinctive bull's-eye on their roofs; after blogs such as Boing Boing noted that fact, Jay Saber, founder of RoofAds in Redwood City, Calif., reported a surge of interest in his company's rooftop advertising products. Saber says negotiations are now under way to do installations for the MGM Grand hotel, several Home Depot stores, and even Google itself.

— LOGAN KUGLER