

LibraryCrunch

Service for the Next Generation Library: A Library 2.0 Perspective by Michael Casey

« "a Wiki citation is toilet paper" | [Main](#) | [Library 2.0 in Library Journal, 9/1/06](#) »

The Ultimate Guide to What?

I wasn't going to blog about this, I swear. I've sent numerous emails to Amazon and I've heard nothing. You see, several weeks ago I read in the [New York Times](#) about the new toys from Blue Man Group. [Engadget has a writeup here](#). But after reading the Times article I went to Amazon to search for the toys for my kids. I found nothing. Well, not *nothing* actually, something, but *not* toys. I searched this phrase, "[blue man group toys](#)." Innocuous, right? Nope. The first return was for a book about, well, click on the search phrase and see for yourself. I don't have anything against the book, it's just not what I was expecting. Nor, I guess, is it what others looking for the toys are expecting to get. What has frustrated me is the inability to offer feedback to Amazon about their search results.

Posted by Michael on August 27, 2006 02:50 PM | [Permalink](#)

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