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MYSPACE ME-TOOS

Rivals are banking on the MySpace craze to make them rich too. Haven't we been here before? Join a discussion about the social-networking boom—or bubble—at FORTUNE Talkback. Plus, check out our version of founders DeWolfe's and Anderson's MySpace pages.



MySpace DeWolfe and Anderson

Plugged In

Analysis and commentary on the big issues of the day.

- **NEVER MIND \$3-A-GALLON GAS** Americans are driving more than ever this summer. BY NELSON D. SCHWARTZ
- **HOW WAL-MART** could bring ethanol to every car in America. BY MARC GUNTHER

• **ANIMAL PLANET MEETS AMERICAN IDOL** Both have revived family TV viewing. BY STEPHANIE N. MEHTA

PHOTO OP Bill Joy isn't the only entrepreneur to indulge his love of the high seas. Larry Ellison, Paul Allen, and Leslie Wexner all count superyachts among their prized possessions. Check them out in our online photo gallery.