

How many sides are there to a snowflake? The answer may surprise your marketing department

 devblogs.microsoft.com/oldnewthing/20100104-01

January 4, 2010



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Joe McManis runs the [Snowflake Fail](#) blog, which chronicles the various places non-hexagonal snowflakes are found in ~~nature~~ marketing.

Bonus snowflake failage:

- [What's Wrong With This Snowflake?](#) covers [Nature magazine's uses of octagonal snowflakes on their own Web site](#).
- [HP takes datacenter topology inspiration from snowflakes](#) but nobody told [the people who designed their home page](#), who decided that snowflakes should have seven sides, sometimes eight. I wonder if their data centers still work.

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