Blogging for Business
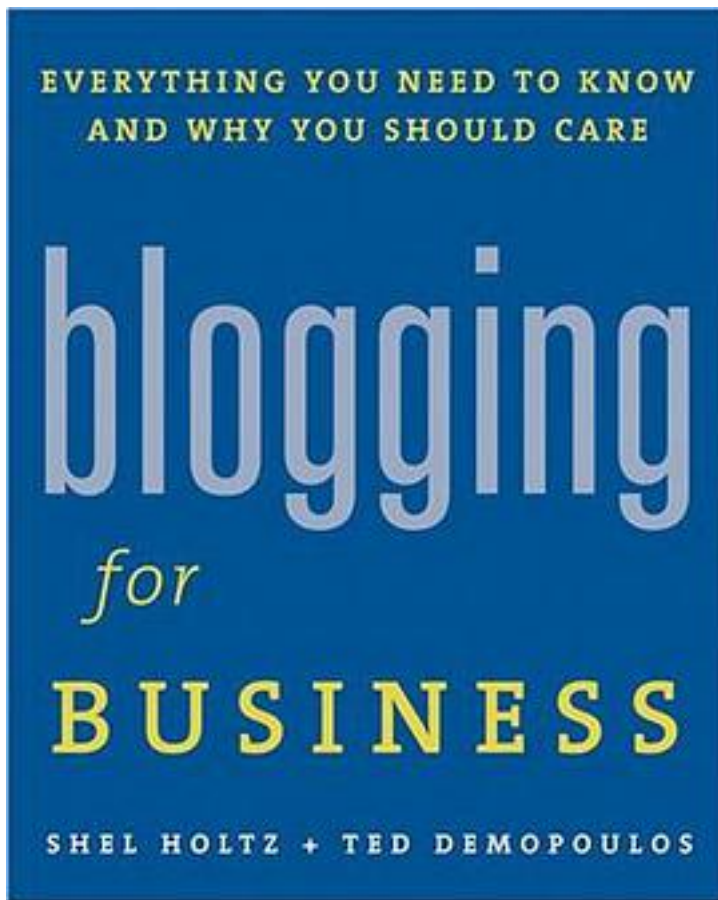

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Why do 20 to 40 million Weblogs, or blogs, serve as an outlet for an estimated 32 million readers worldwide? And why do these numbers continue to skyrocket? In Blogging for Business , authors Shel Holtz and Ted Demopoulos tell you exactly how and why more companies are incorporating blogs into their business strategies. This

smart new guide helps you engage in the global conversation by creating and maintaining blogs to generate heightened awareness and greater customer mindshare. In Blogging for Business , the authors reveal why businesses should embrace blogging: · How to tap into the power of blogs · How blogs are different from e-zines, Web sites, and message boards · Why businesses need to monitor blogs that discuss their products and services · How to use an internal corporate blog as an effective knowledge sharing tool · Future iterations of blogging, such as podcasts and vlogs · Legal considerations Worldwide corporations from EDS and IBM to General Motors and Sprint are leveraging the myriad applications of blogs for product marketing, customer affinity programs, public relations, and internal communications. Packed with top-notch recommendations from two pros, Blogging for Business demonstrates that blogs offer a competitive advantage that businesses cannot afford to overlook.

作者介绍:

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标签

媒体

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评论

纵观社交媒介史，Holtz 和 Demopoulos 是自媒体引流概念和手段的前辈啊。

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