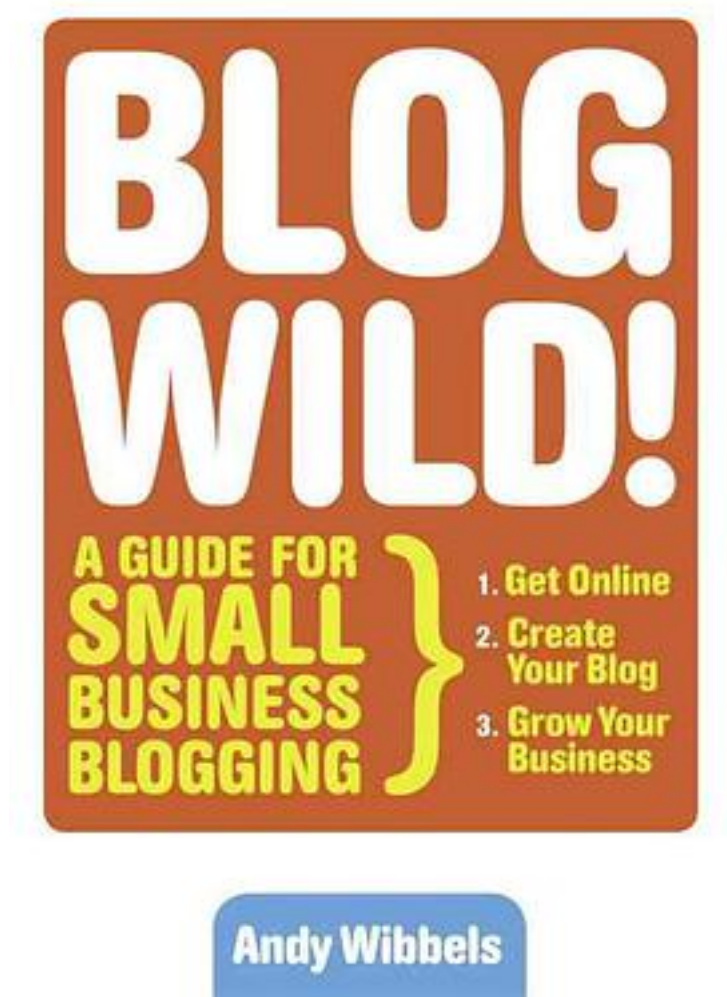


Blogwild: A Guide for Small Business Blogging



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The world seems to have gone blogwild. More and more personal blogs appear every day, and businesses large and small are realizing that blogging can be a dynamite sales, marketing, and communications tool. Blogs are cheap to set up and operate, and they can humanize a companys image, start the buzz on a new product, and get instant customer feedback. Do you have a blog? Does your business? Its not too late to get started. Written by a well-known blogging expert and evangelist, Blogwild! walks would-be bloggers through the entire process and shows you just how easy it is to get up and running. More than just Blogging for Dummies , this humorous and indispensable book includes:

a brief history of where blogs came from, where they are now, and where theyre going

eight keys to a successful business blog

everything you ever wanted to know about blog software

the latest trends in multimedia blogging with audio and video

five necessary elements of your blogs persona

and lots more! With Blogwild! youll discover that wildly effective blogging is within the reach of every business.

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