

Blog



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"Blog" is short for "Web log"-an online site with time-dated postings, maintained by one or more posters, that features links and commentary. But that is like saying a car is a means of transportation featuring four wheels. Millions are changing their habits when it comes to information acquisition, and the blogosphere has appeared so suddenly as to surprise even the most sophisticated of analysts. In Blog, best-selling author Hugh Hewitt helps you catch up with and get ahead of this phenomenon. Up until now no influential blogger has written a definitive book about this phenomenon. Since Hugh Hewitt's blog site-HughHewitt-was launched in early 2002, more than 18 million people have visited this site. Why does this visitor traffic matter? People's attentions are up for grabs. If you depend upon the steady trust of others, suddenly you have an audience waiting to hear from you. The race is underway, though, to gain mindspace and to be part of the blogosphere readers' habits and to position yourself as well as your business or organization at the forefront of this information movement.

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