

What No One Ever Tells You About Blogging and Podcasting: Real-Life Advice from 101 People Who Successfully Leverage the Power of the Blogosphere

Ted Demopoulos

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As all these people become publishers – and even more become blog readers – the nature of the material being produced has moved into the realms of politics, professions and consumerism. For example, "Engadget" is one of the more popular blogs, a daily review of newfangled and exciting gadgets.

Blogs and Blogging in business are relatively new, so new that there simply are no rules. If there were rules, they would be changing and evolving too rapidly to codify. The best anyone can say is "here is some advice based on what is working today, combined with a good dollop of common sense." As a result, this topic fits the *What No One Ever Tells You* series format perfectly!

Despite their "newness," blogs have rapidly proven themselves in business. They serve several functions valiantly, including: communicating with customers, potential customers, and other stakeholders, as a research tool to help uncover what is being said about you, your company, your competitors, and your industry, and even as a type of broadcast medium as some are making significant money by monetizing blog traffic through advertising and other means. Instead of offering our advice on blogs and blogging in business, in this book we offer advice from 101 people who are successfully harnessing the power of blogging.



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