

Business Blogs: A Practical Guide

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Blogs are hot, but what do they really bring to business and how are successful early adopters using them? This is a question the authors asked 70 well-known bloggers at firms ranging from IBM, Microsoft, Yahoo!, and SAP, to many small businesses in a variety of industries. In addition to a detailed case study with the insights gained from each interview, *Business Blogs: A Practical Guide* addresses all the business, technical, writing, and publishing issues you will face as a business blogger. The authors provide practical guidance on everything a manager needs to decide from how writing a blog will support the business to how to successfully integrate blogging into the marketing communications mix. *Business Blogs: A Practical Guide* will be available Spring 2005. For more details see <http://www.businessblogguide.com> .

Bill Ives, Ph. D.

Bill is a consultant and writer covering business applications of such emerging technologies as blogs, knowledge management, portals, and e-learning for over 20 years. Recently, Bill was the Accenture Practice Lead for Knowledge Management and Portals. He was also the executive sponsor for the firm's Plumtree, Epicentric, and Lotus alliances. Prior to this Bill worked at the Renaissance Strategy Group (1993-1996) where he co-developed one of the first successful enterprise knowledge management systems at Cigna Insurance. From 1981 to 1993 Bill worked at Spectrum Interactive, one of the pioneers in technology-based learning. He conducted post-doctoral research at Harvard University on the effects of media on cognition from 1976 to 1981. Dr. Ives holds a Ph.D. in Educational Psychology from the University of Toronto and has published over 80 articles on blogs, portals, knowledge management, learning, and psychology and often speaks at professional conferences. He currently writes the blog, Portals and KM.

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Amanda Watlington, Ph.D., APR

Amanda has been working with the Web since 1993 and is a renowned expert in the search industry, where she has developed patent-pending tools and methodologies for search marketing. With over twenty years of experience as a communications, sales and business strategy consultant, and over ten years as a Web marketer, Amanda has broad strategic expertise and solid tactical experience. For clients, Amanda has developed award-winning print, web, training and presentation media. In addition to *Business Blogs: A Practical Guide*, Amanda is the author of two books and has written feature articles for over thirty magazines and journals. She is a sought-after presenter and a recognized industry thought leader. She has appeared regularly as a speaker at Internet.com's Search Engine Strategies, DMA/AIM's Net.Marketing, and Webmaster World's Search conferences. She has also served on IAB's Search and Research Councils and serves on AIM/DMA's Search Engine Marketing Council. Her Web site is Searching for Profit (<http://www.searchingforprofit.com>) and her blog is *Blogs and Feeds*.

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