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moderation policies Blogging guru Douglas Karr demonstrates how blogs are an ideal way to offer a conversational and approachable relationship with customers You ll discover how to prepare execute establish and promote a corporate blogging strategy so that you can reap the rewards that corporate blogging offers Shares best practices of corporate blogging including tricks of the trade what works and traps to avoid Walks you through preparing a corporate blog establishing a strategy promoting that blog and measuring its success Reviews the legalities involved with a corporate blog such as disclaimers terms of service comment policies libel and defamation and more Features examples of successful blogging programs throughout the book Corporate Blogging For Dummies shows you how to establish a corporate blog in a safe friendly and successful manner

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Podcasting for Profit Leesa Barnes,2008 Provides a plan for using the fast growing world of video and audio podcasting to promote a business and turn a profit

Corporate Blogging in India Rajeev Karwal,Preeti Chaturvedi,2015-05-22 Corporate Blogging In India intends to consolidate developments in the area of business and corporate blogging This title presents case studies from industries as diverse as technology and travel to financial services and SMEs to get an understanding of where corporate blogging is and where it is headed in times to come

Public Relations For Dummies Eric Yaverbaum,2011-03-03 Proven techniques that maximize media exposure for your business A seasoned PR pro shows you how to get people talking When it comes to public relations nothing beats good word of mouth Want to get customers talking This friendly guide combines the best practical tools with insight and flair to provide guidance on every aspect of PR so you can launch a full throttle campaign that ll generate buzz and build your bottom line Discover how to Map a winning PR strategy Grab attention with press releases interviews and events Cultivate good media relations Get print TV radio and Internet coverage Manage a PR crisis

Understanding New Media Robert K. Logan,2010 Marshall McLuhan made many predictions in his seminal 1964 publication Understanding Media Extensions of Man Among them were his predictions that the Internet would become a Global Village making us more interconnected than television the closing of the gap between consumers and producers the elimination of space and time as barriers to communication and

the melting of national borders He is also famously remembered for coining the expression the medium is the message These predictions form the genesis of this new volume by Robert Logan a friend and colleague who worked with McLuhan In Understanding New Media Logan expertly updates Understanding Media to analyze the new media McLuhan foreshadowed and yet was never able to analyze or experience The book is designed to reach a new generation of readers as well as appealing to scholars and students who are familiar with Understanding Media Visit the companion website understandingnewmedia.org for the latest updates on this book

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