

# Name Index

## A

ABC Sports, 49  
ActiveWords, 67–68, 70, 75, 108  
Agassi, Shai, 124  
*All Marketers Are Liars* (Godin), 32  
Allen, Joshua, 11–13  
*AlwaysOn*, 13  
Amartino, Mariano, 125  
Amazon, 41, 74, 128, 144, 215, 223  
AMD, 204  
Amdahl, Gene, 140  
Amdahl Corp., 140  
Anderson, Chris, 231  
Aoki, Betsy, 19–21  
AOL, 34–35, 37  
Apple Computer, 11, 20, 42,  
    130–131, 145, 167, 184, 217,  
    224, 229  
Armstrong, Heather B., 181  
Association des Centres Distributeurs  
    E. Leclerc, 116  
Association of National Advertisers  
    (ANA), 105  
Autoblog, 44  
AWS Convergence Technologies, 106

## B

Baby Babble, 75  
Bailey, Brian, 70, 234  
Ballmer, Steve, 12, 14, 16  
Barefoot, Darren, 161  
Barrett, Craig, 61  
Baseler, Randy, 163  
Battelle, John, 171  
BBC, 214, 217  
Beattie, Russell, 229, 236  
Bell, Gordon, 225  
Belle de Jour, 136  
Bennett, Kyle, 203  
Berns, Gregory S., 43  
Better Living Through Software, 11  
Between Lawyers blog, 86  
Bezos, Jeff, 41  
bikeforums, 159  
BK1, 128–129  
*Blink*, 220  
Blodgett, Renee, 107–108  
Blog Business Summit, 160  
Blog Census, 124  
Blog China, 126  
Blog Studio, 144  
Blogger, 24, 205

- Bloggng Church* (Bailey and Storch), 72
- Bloglines Citations, 172, 213
- BlogMaps, 223
- BlogMaverick, 56
- BlogOn, 153
- Blogger's Rights Blog, 182
- Bloomberg, Toby, 92, 94–97, 156, 237
- Bloomberg Marketing, 94
- BMC Software, 219
- BMCTalk, 219
- BMW, 124
- Boeing, 163–164, 182
- BoingBoing, 39, 161
- Bolles, Gary A., 198
- Bonney, Grace, 90–91, 232
- Bovine Bugle, 75
- Bray, Hiawatha, 126
- Bray, Tim, 54, 187
- broadcast.com, 55
- Bruggeman, Buzz, 67–70, 78, 108, 233
- Brumme, Christopher, 175
- Buchanan, J. Matthew, 87
- Burda, Hubert, 123
- Bush, George W., 26, 48, 224
- Business Week*, 29
- Buzznet, 224
- Buzznovation, 70
- Byron, D. L., 74–75, 235
- CES Labs, 126
- Challenger*, 202
- Channel 9 blog, 11, 13, 15–19, 21, 154, 221
- Church of the Customer, 33, 88–89, 97, 106, 136, 140, 190
- Clarín, 125
- Clavier, Jeff, 116, 118
- Clinton, Bill, 125
- Clip-n-Seal, 74–75
- The Cluetrain Manifesto* (Searles and Weinberger), 6, 7, 12, 31, 64, 104, 153, 184, 233
- CNET, 229–230
- Colson, Charles, 153
- Columbia Accident Investigation Board* (CAIB) report, 202
- CompuServe, 55
- Congdon, Amanda, 221
- Cook, Trevor, 113
- CooperKatz, 105–107
- Corante, 86
- Corporate Blogging, 61
- Covey, Steven, 113
- Creating Customer Evangelists: How Loyal Customers Become a Volunteer Sales Force* (Huba and McConnell), 33, 38, 88
- Creative Labs, Inc., 143
- Cuban, Mark, 49, 55–57
- Curry, Adam, 178, 216–217, 229

## C

- Calacanis, Jason, 159
- Camahort, Elisa, 144
- Cameron, Kim, 21, 139
- Captain Morgan Rum, 152
- Carton, Andrew, 72–73, 123, 231
- Cassard, Patrice, 122
- Catchpole, Terry, 1
- Catchpole Corporation, 1
- CBS, 26, 47, 198, 217

## D

- Dallas Mavericks, 49, 55–57
- Dangerous Precedent blog, 215
- Daring Fireball, 174
- Darknet: Hollywood's War Against the Digital Generation* (Lasica), 69
- Dash, Anil, 25, 61, 162
- DaveNet, 58
- Dean, Howard, 38, 134

DEC VAX computer, 225  
Delicious, 224  
Delicious Destinations, 152  
Dell Computer, 203  
Delta Airlines, 181–182  
Denali Corp, 152, 156  
Derksen, Marco W. J., 91  
Design Sponge blog, 90  
Deutsche Telecom, 123  
“Diary of a Fired Flight Attendant”  
blog, 181  
Dias, Georges-Edouard, 155  
Dilbert, 189  
Disney, 62, 94, 105, 192  
Diva Marketing Blog, 94  
Dole, Robert, 125  
Dooce.com blog, 181  
Down the Avenue blog, 107  
Dyson, Esther, 68

## E

eBay, 36, 41, 42, 124, 216  
Edelman, PR, 99, 102–105, 109  
Edelman, Richard, 99, 102–105, 109  
Electronic Arts (EA), 157–158, 198,  
201  
Ellison, Larry, 11  
Emory University, 43  
Engadget, 159, 174  
English Cut, 65–66  
Enron, 56, 135  
“Evil Empire Blog,” 10  
Extreme Home Makeover, 177

## F

FastLane, 50  
FedEx, 215  
Feed Burner, 213  
Feedster, 44

Fellowship Church, 70–72  
Ferry, Bryan, 65  
Fiorina, Carly, 162–163  
Firefox, 22, 36–37  
The Fish Market blog, 123  
Flaschner, Peter, 144  
Flickr, 191, 224  
Forbes, 101, 228  
Foremski, Tom, 165  
Forrester Research, 217  
*Fortune*, 49, 56  
*Free Prize Inside!*(Godin), 32  
Frosta, 123  
Fujitsu, 129  
Furl, 224

## G

Gallina, Michelle, 221  
Gamewatch.org, 158  
Gapingvoid blog, 64–65  
Gates, Bill, 10, 13  
Gemmell, Jim, 225  
Gerberding, Julie, 103  
Gillmor, Dan G., 67, 68  
Gizmodo, 161  
Gladwell, Malcolm, 23, 200, 220  
Glynn, Brian, 77  
GM, 44–45, 49–52  
Godin, Seth, 32, 40  
Google, 22, 29, 166, 181, 229–230  
Google Blog Search, 173  
Google Local, 80–81  
GoogleEarth, 223  
Gourmet Station blog, 152, 156  
Granoff, Peter, 156  
Grates, Gary, 50  
Gray, Jim, 49  
Grissom, Gus, 202  
Groove Networks, 187  
Groupe Danone, 75  
*The Guardian*, 49

Gunderloy, Mike, 173  
Gundotra, Vic, 15, 16, 17

## H

Halvorson, Christine, 75–76  
Hammersley, Ben, 215  
Hartzell, Noel, 163  
Harvard Law School, 187  
HDNET, 56  
Hesseldahl- Forbes, Arik, 101  
Hewitt, Joe, 37  
Hewlett-Packard, 54–55  
Hirshberg, Gary, 75–76  
Hobson, Neville, 108, 145  
Holloway, Randy, 57  
Holtz, Shel, 108, 231  
Hopkins, Curt, 57  
Horsefeathers, 77–78  
Huba, Jackie, 38, 88, 106, 136, 140  
Hussein, Saddam, 135  
Hyatt, Michael, 57

## I

IBM, 140, 187  
IceRocket, 172, 213  
ICQ, 33–35  
The Impress Group, 127  
Imrich, Jozef, 146  
Indiana University, 55  
Instant Messenger, AOL, 34  
Intel, 60–61, 203–204  
Internet Explorer, 36, 39, 200–201  
Interruption Marketing, 32  
iPod, 42, 143, 211, 212, 217  
iPodder, 216  
Israel, 23, 32, 48, 94, 97, 143, 156  
Isshin Dental Clinic, 129  
IT Conversations, 218  
IT Views, 131

## J

Jackson Wells Morris, 113  
Jarvis, Jeff, 174  
Jen, Mark, 181  
Jet Set Lara, 136  
Jobs, Steve, 11  
John Wiley & Sons, 72  
Johnson & Johnson, 161  
Joho the Blog, 173  
Juicy Fruit gum blog, 153  
Just for Men Hair Color, 92

## K

Kapor, Mitch, 11  
Kaye, Doug, 218–219  
Kennedy, Niall, 138  
Kensington, 161  
Kerry, John, 134  
Ketchum PR, 102  
Kirkpatrick, David, 160  
Koch, David, 198  
Kouno, Takeshi, 129  
Kryptonite, 159, 198–199  
Kune, Sophie, 155

## L

la Fraise blog, 122–123  
Lame Blog, 153  
Larsen, Larry, 223  
Lasica, J. D., 69  
Le Meur, Loic, 73, 116  
*Le Monde*, 154  
Leave it Behind blog, 70  
Leclerc, Michel-Edouard (M.E.),  
116–121  
Les Blogs, 124  
Lessig, Lawrence, 87  
Liodice, Bob, 106

Lloyd's Antique Online Shop of  
Tokyo, 128  
Lockheed Martin, 137  
*Loosely Coupled: The Missing Pieces of  
Web Services* (Kaye), 218  
L'Oréal, 152  
*Los Angeles Times*, 49–51  
Lott, Trent, 26  
Lutz, Bob, 44–45, 49–52

## M

Macaw, 61  
MacLeod, Hugh, 64–66  
Mahon, Thomas, 64–66  
Manuel, Mike, 111–112  
Mao, Isaac, 126  
Marketing Facts blog, 91  
Markoff, John, 231  
Marshall, Joshua Micah, 174  
Mazda, 150  
McConnell, Ben, 38, 88, 106, 136,  
140  
McDonalds, 150–151  
McGee, Jim, 69  
MCI, 32  
McNealy, Scott, 11  
*Megatrends* (Naisbitt), 23  
Memeorandum, 222  
Micro Persuasion blog, 105  
Microcast Communications, 198  
Microsoft  
Allen, Joshua, 11  
anything but movement, 11–12  
blog policy, 138–139  
blogging at, 11–12  
changes, 24  
Gemmell, Jim  
Internet Explorer, 200–201  
MyLifeBits, 225  
Professional Developer's  
Conference (PDC), 14  
Sandquist, Jeff  
MicroSolutions, 55  
Miller, Michael J., 11  
Mirabilis, 34  
Misbehaving, 174  
Moosetopia blog, 153, 156  
Morin, Randy Charles, 135  
Morris, Jackson Wells, 113  
Mossberg, Walter, 10, 21  
Movable Type, 205–207  
MSN Spaces, 10  
MSN Virtual Earth, 223  
MTV, 65, 216  
MyLifeBits, 225

## N

Nacchio, Joe, 68  
Naisbitt, John, 23, 232  
Nardini, John, 156  
NASA, 202  
National Advertising Council, 32  
NEC, 184  
Nelson Publishers, 187  
Netscape, 24, 59  
NevOn blog, 109  
*The New York Times*, 37, 214  
NewsGator, 107, 213  
Nifty Corp, 129–130  
Nipper, Stephen M., 87, 141  
Nissan Motors, 128  
Nixon, Richard, 153  
Nolan, Sean, 215  
NPR, 217

## O

Ochman, B. L., 62, 92, 93  
Oh Yeon Ho, 103

OhmyNews, 103  
 OneStat, 39  
 Open Source Application Foundation  
 (OSAF), 11  
 Oracle, 11  
 O'Reilly, Tim, 12  
 O'Reilly Media, 12  
 Orłowski, Andrew, 200  
 Otellini, Paul, 60–61  
 OurMedia, 221

## P

Pabst, Tom, 203  
 Palm, 72–73  
 Palmisano, Sam, 55  
 palmOne, 73  
 PalmSource, 73  
 Parment, David, 65–66  
 Paul's Blog, 60–61  
 PC Forum, 68  
*PC Magazine*, 11  
 Pentium processor, 203  
 Perkins, Tony, 13  
 Pew Research Center, 25–26  
 Phillabaum, Adam, 164  
 Platform Evangelism, 15  
 Plaxo, Inc., 187  
 PopTech., 69, 220  
 Poynter Institute, 223  
 Procter & Gamble, 128  
 Professional Developer's Conference  
 (PDC), Microsoft, 14  
 Pryor, Lenn, 14–19, 24  
 PubSub, 27, 44  
*Purple Cows* (Godin), 32, 40  
 Pyra, 205

## Q

Qwest, 68

## R

Raftery, Tom, 131  
 Randall, Mark, 221  
 Randy's Journal, 163  
 Rather, Dan, 26  
 Raytheon, 137  
 Really Simple Syndication (RSS), 17,  
 28, 58, 172, 212–216  
*The Register*, 200–201, 203  
 Reichart, Marcel, 123  
 Reilly, Cameron, 139  
 Reinacker, Greg, 105  
 Reuters, 35  
 Reynolds, Glenn, 174  
 Rivera, Gabe, 222  
 RocketBoom, 221  
 Rojas, Peter, 161  
 Ross, Blake, 37–38  
 Roth, Daniel, 160  
 Rove, Karl, 134  
 RSS Auction, 215  
 RSS (Really Simple Syndication), 17,  
 28, 58, 172, 212–216  
 Rubel, Steve, 105–107

## S

Safari, 213  
 Sandquist, Jeff, 15, 17  
 SAP, 123–124  
 Saturn, 45  
 SBC, 36  
 Schäfer, Alyson, 91  
 Schmidt, Eric, 230  
 Schwartz, Jonathan, 52–55  
 Scoble, Robert, 13, 15–19, 21, 58, 70,  
 81, 85, 96, 133, 138, 143, 169,  
 174, 176–178, 183, 185–186,  
 190, 200–201, 213, 221, 228,  
 230, 233

Scobleizer, 16, 70  
 Searls, Doc, 12  
 Seki, Nob, 127  
 SenseCam, 225  
 Serfaty, Lynn, 155  
 Serious Magic, Inc., 221  
*The Seven Habits of Highly Effective People* (Covey), 113  
 Shaw, Frank X., 101–102  
 Sifry, David L., 138  
 Silicon Valley Watcher, 165  
 Simonetti, Ellen, 182  
 Sinofsky, Steven, 21  
 Six Apart, Inc., 61, 73, 205–207  
 Skype, 35–36  
 SoftTech Venture Consulting, 116  
 Solaris 10 operating system, 53  
 Sorocco, Douglas, 87  
 SoundBlaster, 143  
 SpreadFirefox, 37  
 Starbucks, 81  
 Stonyfield Farm, 75–76  
 Storch, Terry, 70  
*Stratégies*, 154  
 Streight, Steven, 137  
 Sun Microsystems, 11, 52–55, 187  
 SuperBowl, 45, 150  
 Svenson, Ernest, 85–86

## T

T-Mobile, 123  
 Tao Yao, 126  
 Target, 74, 133  
 Technorati, 27, 44, 172, 224  
 Textura Design, Inc., 74–75  
*The Tipping Point* (Gladwell), 23  
 Thomas Nelson Publishing, 57  
 Thota, Chandu, 223  
 TimeWarner, 35, 37  
 Tivo, 4, 32, 43, 154

Tocci, Donna, 159  
 Torre, Charles, 17  
 Torres, Mike, 20  
 Treonauts, 72–73  
 Trott, Ben, 204–207  
 Trott, Mena, 204–207  
 Tulley, Ginger, 129  
 Tyco, 135  
 Tylenol, 161

## U

U. S. Centers for Disease Control, 103  
 U. S. Department of Homeland Security, 62  
 United Airlines, 15  
 Upstream, 91  
 UserLand, 57–60

## V

Vardi, Arik, 33–34  
 Vardi, Yossi, 33–34, 43  
 Verizon, 36  
 Vespa, 106, 150  
 Vichy, 152  
 Victor's Celtic Coffee Company, 81  
 Virtual Vineyards, 156–157  
 VlogIt, 221  
 Voce Communications Digital Advocacy, 111–112  
 Vonage, 35  
 VRML, 211

## W

Waggener Edstrom, 101  
 Waibel, Bryn, 17  
*Wall Street Journal*, 10, 21

Waterstone, 189  
*We the Media* (Gillmor), 67, 68  
WeatherBug, 106–107  
Weber, Phil, 19  
WebSideStory, 39  
Wegner, Jochen, 124  
Weinberger, David, 103  
*What Could Your Company Do with a  
Blog?* (Ochman), 93  
What's Next blog, 93  
WiFi, 85–86  
Wikert, Joe, 170–171  
Wiley Publishing Inc., 72  
Williams, Armstrong, 102  
Williams, Ben, 77  
Williams, Evan, 24  
Winer, Dave, 12–13, 16, 49, 57–60  
Winfrey, Oprah, 105

Wipro, 164  
*Wired* magazine, 58, 231  
Wohl, Amy, 70  
Worker Bees, 144  
World Trade Center, 23  
WorldCom, 135  
Wyman, Bob, 160

## X

XML, 59

## Y

Yahoo!, 55, 229

# Subject Index

## A

- accessibility, best practice, 176–177
- advertising
  - about, 31–32
  - traditional, 42
- antispam, 32
- Asian blogs, 25
- astroturfing, 153
- audio blogs, 108–111
- author-consultant-speakers, 88–90
- authority, best practice, 174–176

## B

- best practices
  - about, 169
  - accessibility, 176–177
  - authority, 174–176
  - blog title, 170–172
  - comments, 176
  - linking, 178
  - passion, 174–176
  - public presence, 179
  - read blogs, 172–173
  - referrer log, 179–180
  - simple, 173–174
  - story-telling, 177–178
- bidirectional change, 54
- blog search engines, 214
- blogazine, 13

## blogging

- advantages, 44–45
- culture, 150–152
- employment dangers, 188–190
- findable, 28
- Google and, 28–29
- linkable, 28
- publishable, 28
- six pillars, 28
- social, 28
- syndicable, 28
- trends, 112
- viral, 28

## blogging companies

- ActiveWords, 67–70
- Dallas Mavericks, 55–57
- English Cut, 64–66
- Intel, 60–61
- restaurants, 77–78
- Stonyfield Farm, 75–77
- Sun Microsystems, 11, 52–55
- Textura Design, Inc., 74–75
- UserLand, 57–60

## blogosphere, 2, 26, 28, 42, 51–53, 67, 214

## blogs

- business related, 25
- businesses use, 27
- conversational aspect, 27
- cost, 27
- defined, 26–27
- speed of adoption, 25–26
- titles, 170–172

blogsites, 6, 37, 39, 44  
 browsers, 24, 36–38  
 businesses  
   blog use, 27  
   related blogs, 25  
   success tips, 78–80  
 buzz marketing, 67–70

## C

call girls, 136  
 cell phones, 42, 131  
 changes, culture, 146  
 child discipline consultants, 91–92  
 Chinese blogs, 25  
 Christianity, 70–72  
 churches, 63, 70–72  
 clean intranet, 26  
 comments, best practice, 176  
 communication panels, ICQ, 34  
 community blogging, 71  
 companies  
   benefits, 230–231  
   blogs, 187–188  
   distrust of, 9–11  
   executive bloggers, 48–49  
 competitive disadvantages culture,  
   143–144  
 confidential information culture, 141  
 consultants  
   about, 83–84  
   author-consultant-speakers,  
   88–90  
   Bloomberg Marketing, 94–95  
   child discipline, 91–92  
   design industry, 90  
   Ernest Svenson, 85–86  
   Lawrence Lessig, 87  
   marketing consultants, 92–94  
 conversation, 27, 35–36  
 conversational marketing, 232  
 corporate rules, 183–184

Corporate Weblog Manifesto,  
   190–194  
 cost, blogging, 27  
 crisis blogging  
   about, 197–199  
   *Challenger*, 202  
   hurricanes, 197  
   Intel, 203–204  
   managing, 199–200  
   Microsoft, 200–201  
   press coverage, 198  
   space accidents, 202–203  
   terrorist attacks, 197  
   Trotts, 204–207  
   tsunamis, 197  
 criticism, 138  
 culture  
   about, 133–134  
   blog policies, 138–139  
   changes, 146  
   competitive disadvantages,  
   143–144  
   confidential information, 141  
   decisions, 145–146  
   dull people, 137–138  
   echo chamber, 134  
   employee misbehavior, 144–145  
   FUD barrier, 140–145  
   message control, 142–143  
   negative comments, 140–141  
   reasons not to blog, 134–135  
   return on investment, 141–142  
   security, 136–137  
   time needed, 144  
   who should not blog, 135–136  
 customers, 33–35

## D

decisions, culture, 145–146  
 design industry consultants, 90  
 diversity, 19–21

dooced, 181–195  
 downloads, 34–35  
 dull people culture, 137–138

## E

echo chamber, 38, 134  
 economical blogging, 79  
 employee misbehavior culture,  
 144–145  
 employment  
   blogging dangers, 188–190  
   corporate rules, 183–184  
   Corporate Weblog Manifesto,  
   190–194  
   dooced, 181  
   legal issues, 184  
   safety, 184–185  
   stupidity, 186–187  
   trouble, 195

## F

fan clubs, 19–21  
 Farsi language blogs, 25  
 findable blogging, 28  
 freeware, 41–42  
 FUD barrier culture, 140–145

## G

geo-tagging, 224  
 group blogs, 188

## H

Hollywood, 42–43  
 hurricanes, 197

## I

inexpensive conversation, 35–36  
 integrated marketing solutions, 154  
 intellectual property law, 87  
 intelligence agents, 69  
 interactivity, 51  
 internal blogging, 71

## L

legal issues, 184  
 link blogs, 222  
 linkable blogging, 28  
 linking, best practice, 178  
 listening, 80

## M

mainstream media, 10, 106, 112, 232  
 managing crisis blogging, 199–200  
 maps, 223  
 marketing consultants, 92–94  
 message control culture, 142–143  
 Middle Eastern blogs, 25  
 mobile blogs, 222–223  
 movie premiers, 42–43  
 muckers, 152

## N

national cultures  
   China, 115, 126–127  
   Europe, 116–121  
   France, 115, 116–122  
   German, 115, 123–124  
   Japan, 115, 127–129  
   Spanish-speaking countries,  
   124–125  
 negative comments culture, 140–141  
 networking, 45

## O

open source software, 53  
opportunities, 80–81

## P

passion, best practice, 174–176  
passion chamber, 38  
personal blogging, 71  
podcasts, 216–220  
posting, 79  
presidential campaigns, 38–39, 134  
press coverage  
    about, 47–50  
    crisis blogging, 198  
    Firefox, 38  
press releases, 101–102  
private blogs, 26, 61  
public presence, best practice, 179  
public relations firms, 102–107  
publicists  
    about, 99–100  
    audio blogs, 108–111  
    Renee Blodgett, 107–108  
    Voce Communications Digital  
    Advocacy, 111  
publishable blogging, 28

## R

read blogs, best practice, 172–173  
recruiting, 21–22  
referrer log, best practice, 179–180  
remarkability, 40  
restaurants, 77–78  
return on investment (ROI), 18–19,  
    141–142

## S

safety, 184–185  
sealing bags, 74–75  
security culture, 136–137  
simple, best practice, 173–174  
six pillars, blogging, 28  
smartphones, 72–73  
social blogging, 28  
software utilities company, 67–70  
space accidents, 202–203  
story-telling, best practice, 177–178  
stupidity employment, 186–187  
success tips, businesses, 78–80  
suit-making business, 64–65  
syndicable blogging, 28

## T

t-shirt maker, 122–123  
tagging, 223–224  
talk, blogging and, 79  
technology  
    about, 211  
    aggregators, 213  
    blog search engines, 214  
    blog update, 227–228  
    culture, 229–230  
    maps, 223  
    mobile blogs, 222–223  
    MyLifeBits, 225  
    podcasts, 216–220  
    revolution, 228  
    RSS, 212–216  
    video, 220–222  
    Web surfing, 212–214  
terrorist attacks, 197  
time needs, 79, 144  
transparency, 51  
trouble employment, 195  
trust network, 18  
tsunamis, 197

## V

video technology, 220–222  
viral blogging, 28

## W

Web clips, 213  
writing issues, 79  
wrong blogging, 149

## Y

yogurt company, 63, 75–77  
youth factor, 42–43













