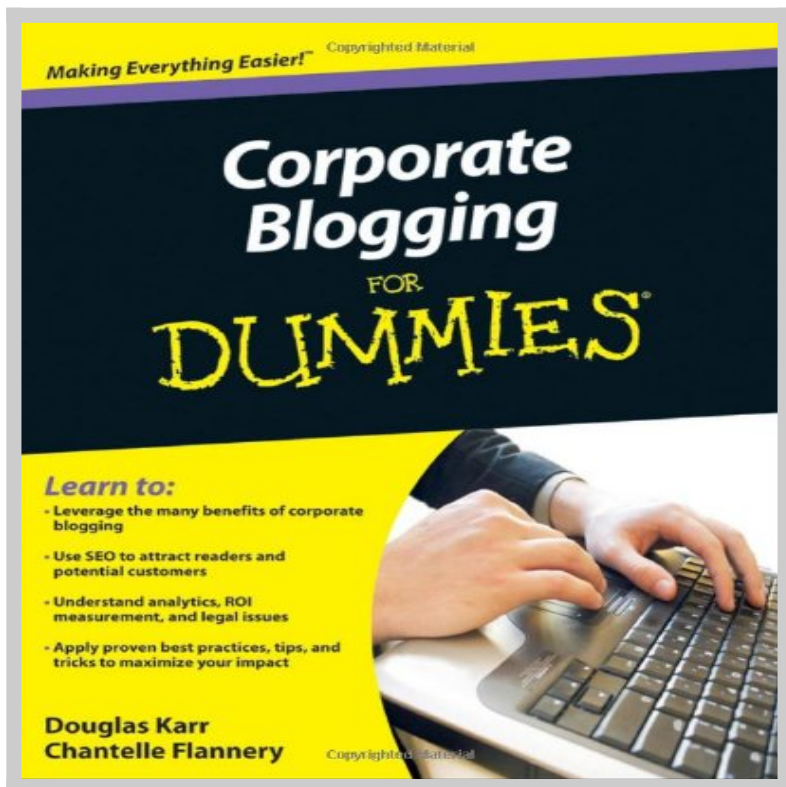


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Book Preview

Establish a successful corporate blog to reach your customers

Corporate blogs require careful planning and attention to legal and corporate policies in order for them to be productive and effective. This fun, friendly, and practical guide walks you through using blogging as a first line of communication to customers and explains how to protect your company and employees through privacy, disclosure, and moderation policies.

Blogging guru Douglas Karr demonstrates how blogs are an ideal way to offer a conversational and approachable relationship with customers. Youâ€™™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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