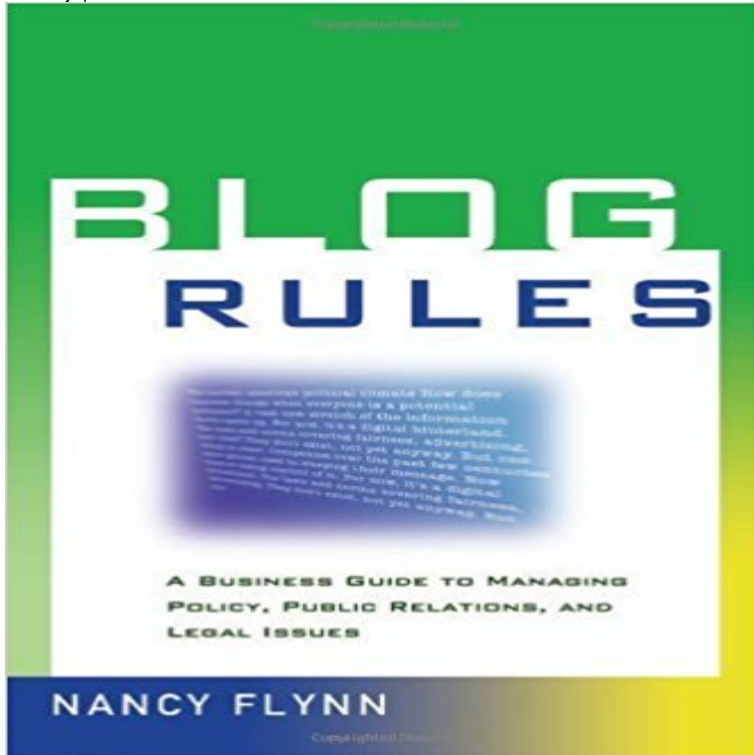


Blog Rules: A Business Guide to Managing Policy, Public Relations, and Legal Issues



According to Fortune magazine, online journals known as blogs--short for web logs--are a force business cant afford to ignore. With 9 million U.S. bloggers currently operating, and an astonishing 80,000 new blogs appearing daily, companies must quickly devise ways to take advantage of this new tool while protecting themselves from legal liabilities as well as critical or defamatory remarks. To complicate matters, the threats arent all external. Consider the employee who reveals confidential company information on his personal blog. Or even the official corporate blog that misrepresents the companys finances. Blog Rules is a best-practices guide to establishing the blog-related policies and procedures businesses need. Readers will learn how to:* legally and ethically regulate employees personal blogs that mention the company * protect trade secrets and other proprietary information * manage the legal and business exposure associated with corporate blogs * respond swiftly and effectively to blog assaults against the company--and much more.

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