1. Record Nr. UNINA9910164979103321 Autore Reader Capitol Titolo Summary of Blog Cork, : Primento Digital, 2013 Pubbl/distr/stampa **ISBN** 2-511-00025-3 Descrizione fisica 1 online resource (20 p.) Disciplina 006.7 Soggetti Blogs Mass media--Influence Online journalism Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Description based upon print version of record. Nota di contenuto Title page: Book Presentation: Book Abstract: About the Author: Important Note About This Ebook; Summary of Blog (Hugh Hewitt); What is a Blog?; The Collapse of Old Media; The First Reformation and the Information Reformation: A Brief History of Text: What is Happening Now and Why; Why Do Bloggers Blog? And Why it Matters to You; Establishing a Defense; Exploiting the New Medium; Blogging You. Your Product, or Your Organization to the World; Earning the Eyeballs; Plenty of Time to Start; The Inevitability of Dominance; Buy the Book; About the Summary Publisher; Copyright Sommario/riassunto This ebook consists of a summary of the ideas, viewpoints and facts presented by Hugh Hewitt in his book "Blog: Understanding the Information Reformation that's Changing Your World". This summary offers a concise overview of the entire book in less than 30 minutes reading time. However this work does not replace in any case Hugh Hewitt's book.
br>Hewitt argues that blogs have an important potential and he believes that it would be a dreadful mistake to avoid

their power.
