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Nota di contenuto	Blogging Heroes: Interviews with 30 of the World's Top Bloggers; Credits; About the Author; Contents; Preface; Questions; Subjects; Contact!; Logistics; Cancellations and Glitches; Transcription; The Book; Acknowledgments; Introduction; Why Blog?; Blog Roles; The Cottage Industry of the 21st Century; Get Ready to Meet Some Interesting People; Chapter 1: Dave Taylor The Intuitive Life Business Blog; Just Ask Dave!; Points to Review; Chapter 2: Chris Anderson The Long Tail; Blogs Are the Long Tail of Media; Points to Review; Chapter 3: Gina Trapani Lifehacker; Don't Live to Geek; Geek to Live! Points to Review Chapter 4: Ina Steiner Auction Bytes; Blogging, Bidders, and Sellers; Points to Review; Chapter 5: Mary Jo Foley All about Microsoft; Blogging about Microsoft; Points to Review; Chapter 6: David Rothman TeleRead; The E-book Cause; Points to Review; Chapter 7: Frank Warren Post Secret; An Accidental Artist; Points to Review; Chapter 8: Mike Masnick Techdirt; Fired by Enthusiasm; Points to Review; Chapter 9: Mark Frauenfelder Boing Boing. net; It's Better to Be Accurate than Cute; Points to Review; Chapter 10: Robert Scoble Scobleizer; Naked Conversations; Points to Review Chapter 11: Peter Rojas Engadget The Meritocratic Blog World; Points to

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Blogging in the Lap of Luxury Points to Review; Chapter 25: Gary Lee An Internet Marketing Web Site; My Name's My Domain; Points to Review; Chapter 26: Richard MacManus Read/WriteWeb; Read/Write/Blog; Points to Review; Chapter 27: Eric T. Internet Duct Tape; If People Are Interested, Search Engines Will Follow; Points to Review; Chapter 28: Victor Agreda DIY Life; Do-It-Yourself Blogging; Points to Review; Chapter 29: Steve Garfield Steve Garfield's Video Blog; VLOG Soup; Points to Review; Chapter 30: Grant Robertson Download Squad; If You Build It, They Will Come; Points to Review  
Further Reading

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#### Sommario/riassunto

Among more than 102,000,000 blogs, a few stand out as influential, ground-breaking, and singularly successful. These thirty bloggers, who write about everything from business trends to parenting, have been featured in Wired magazine, Popular Science, and on CNN, NPR, MSNBC, and 20/20. In one-on-one conversations with Michael A. Banks, these innovative, creative thinkers have shared their tactics, their philosophies, what drives them, how they mine for subject matter, and their personal secrets for success. Come and learn from the masters.

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