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Titolo	Apache Roller 4.0 beginner's guide [[electronic resource]] : a comprehensive, step-by-step guide on how to set up, customize, and market your blog using Apache Roller / / Alfonso V. Romero ; [foreword by David M. Johnson]
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Note generali	"Learn by doing: less theory, more results."--Cover. Includes index.
Nota di contenuto	Apache Roller 4.0; Apache Roller 4.0; Credits; Foreword; About the Author; About the Reviewers; Preface; What this book covers; What you need for this book; Who this book is for; Conventions; Time for action - heading; What just happened?; Pop quiz - heading; Have a go hero - heading; Reader feedback; Customer support; Errata; Piracy; Questions; 1. An Introduction to Weblogs; Basic concepts about weblogs; What can you do with a weblog?; Express your feelings to the world; Time for action - a little visit to Technorati; What just happened?; Get in touch with other people Time for action - leaving comments on other people's weblogsWhat just happened?; Promote your business or professional activities; Time for action - Microsoft employee blogs; What just happened?; Share experiences with other users; Who's using Apache Roller; Rollerweblogger.org; Blogs.sun.com; Blog.usa.gov; IBM developerWorks blogs; JRoller community; Weblogs versus Content Management Systems; A blog is not a CMS; Blogs and newsfeeds - the world is your audience; What is a newsfeed; How can a newsfeed help to promote your blog; Time for action - subscribing to a newsfeed; What just happened?

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Have a go hero - doing more with the thing

Sommario/riassunto

A comprehensive, step-by-step guide on how to set up, customize, and market your blog using Apache Roller