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Nota di contenuto	Introduction. Part I: Getting Started with Blogs. Chapter 1: Discovering Blog Basics. Chapter 2: Entering the Blogosphere. Chapter 3: Choosing and Hosting Blog Software. Part II: Setting Up Your Blog. Chapter 4: Starting a Blogger Blog. Chapter 5: Starting a WordPress Blog. Chapter 6: Starting a Micro Blog. Part III: Fitting In and Feeling Good. Chapter 7: Finding Your Niche. Chapter 8: Creating Great Content. Chapter 9: Building Community with Comments. Part IV: Going Beyond Words. Chapter 10: Working with Photos. Chapter 11: Starting a Podcast. Chapter 12: Working with Videos. Part V: Marketing and Promoting Your Blog. Chapter 13: Reaching Out with RSS. Chapter 14: Joining the Twitterverse. Chapter 15: Diving in to Social Networking. Chapter 16: Measuring Blog Presence. Part VI: Getting Business-y with It. Chapter 17: Making Mad Mad Money. Chapter 18: Blogging for Companies. Part VII: The Part of Tens. Chapter 19: Ten Ways of Growing Community. Chapter 20: Ten Cool Tricks for Making Your Blog Shine. Chapter 21: Ten Blogs You Should Know. Appendix A: Glossary. Appendix B: Basic HTML Code. Index.

Sommario/riassunto

Building on the success of the two previous editions, this revision includes essential blogging basics, the elements required of a good blog, and the tools you'll need to get started.
