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establish a successful corporate blog to reach your customers corporate blogs require careful planning and attention to legal and corporate policies in order for them to be productive and effective this fun friendly and practical guide walks you through using blogging as a first line of communication to customers and explains how to protect your company and employees through privacy disclosure and moderation policies blogging guru douglas karr demonstrates how blogs are an ideal way to offer a conversational and approachable relationship with customers you ll discover how to prepare execute establish and promote a corporate blogging strategy so that you can reap the rewards that corporate blogging offers shares best practices of corporate blogging including tricks of the trade what works and traps to avoid walks you through preparing a corporate blog establishing a strategy promoting that blog and measuring its success reviews the legalities involved with a corporate blog such as disclaimers terms of service comment policies libel and defamation and more features examples of successful blogging programs throughout the book corporate blogging for dummies shows you how to establish a corporate blog in a safe friendly and successful manner

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virtual worlds and e-commerce technologies and applications for building customer relationships presents various opinions, judgments, and ideas on how the use of digitally created worlds is changing the face of e-commerce and extending the use of internet technologies to create a more immersive experience for customers. Containing current research on various aspects of the use of virtual worlds, this book includes a discussion of the elements of virtual worlds, the evolution of e-commerce to virtual commerce, the convergence of online games and virtual worlds, current examples of virtual worlds in use by various businesses, the military, and educational institutions, the economics of virtual worlds, discussions on legal security and technological issues facing virtual worlds, a review of some human factor issues in virtual worlds, and the future of virtual worlds and e-commerce.

Facebook's psychological experiments and Edward Snowden's NSA leaks epitomize a world of increasing information awareness in the social media ecosystem with over a billion monthly active users. Facebook as a nation is overtaking China as the largest country in the world. President Barack Obama in his 2011 State of the Union address called America the Nation of Edison and the Wright Brothers, and of Google and Facebook. U.S. Chief Information Officer Steven VanRoekel opines that America has become a Facebook nation that demands increased transparency and interactivity from the federal government. Ubiquitous social networks such as Facebook, Google, Twitter, and YouTube are creating the technologies, infrastructures, and big data necessary for total information awareness. A controversial surveillance program proposed by DARPA after the 9/11 attacks, NSA's secret PRISM program, has reinvigorated WikiLeaks founder Julian Assange's accusation that Facebook is the most appalling spying machine that has ever been invented. Facebook CEO Mark Zuckerberg once said, "We exist at the intersection of technology and social issues." This book offers discourse and practical advice on the privacy issue in the age of big data, business intelligence in social media, e-government, and e-activism, as well as personal total information awareness. This expanded edition also includes insights from Wikipediaian Emily Temple Wood and Facebook ROI experts Dennis Yu and Alex Houg.

beaches resorts national parks and cultured towns garland the length of the gulf coast with the islands offering unbridled hedonism whether you want to relax on one of the gulf s fine beaches roam ancient ruins or immerse yourself in bangkok footprintfocus gulf of thailand will show you all the main sights plus a few more that are off the beaten track essentials section with practical advice on getting there and around comprehensive listings including where to eat sleep and have fun overview map of the region so you can get your bearings with the key highlights showing you what not to miss detailed street maps for important towns and cities slim enough to fit in your pocket loaded with advice and information this concise footprintfocus guide will help you get the most out of the gulf of thailand without weighing you down the content of footprintfocus gulf of thailand guide has been extracted from footprint s thailand handbook and footprint s southeast asia handbook

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an a to z guide to blogging by the editors of the huffington post identifies what a blog is and how to create one in a guide that includes information on getting noticed building an effective community and understanding online terms

all are agreed that the digital economy contributes to a dynamic evolution of markets and competition nonetheless concerns are increasingly raised about the market dominance of a few key players because these companies hold the power to drive rivals out of business regulators have begun to seek scope for competition enforcement in cases where companies claim that withholding data is needed to satisfy customers and cut costs this book is the first focus on how competition law enforcement tools can be applied to refusals of dominant firms to give access data on online platforms such as search engines social networks and e commerce platforms commonly referred to as the gatekeepers of the internet the question arises whether the denial of a dominant firm to grant competitors access to its data could constitute a refusal to deal and lead to competition law liability under the so called essential facilities doctrine according to which firms need access to shared knowledge in order to be able to compete a possible duty to share data with rivals also brings to the forefront the interaction of competition law with data protection legislation considering that the required information may include personal data of individuals building on the refusal to deal concept and using a multidisciplinary approach the analysis covers such issues and topics as the following data portability interoperability data as a competitive advantage or

entry barrier in digital markets market definition and dominance with respect to data disruptive versus sustaining innovation role of intellectual property regimes economic trade off in essential facilities cases relationship of competition enforcement with data protection law and data related competition concerns in merger cases the author draws on a wealth of relevant material including eu and us decision making practice case law and policy documents as well as economic and empirical literature on the link between competition and innovation the book concludes with a proposed framework for the application of the essential facilities doctrine to potential forms of abuse of dominance relating to data in addition it makes suggestions as to how data protection interests can be integrated into competition policy an invaluable contribution to ongoing academic and policy discussions about how data related competition concerns should be addressed under competition law the analysis clearly demonstrates how existing competition tools for market definition and assessment of dominance can be applied to online platforms it will be of immeasurable value to the many jurists business persons and academics concerned with this very timely subject

perfect for small businesses and nonprofits a funny and effective guide to business blogging the world seems to have gone blogwild every day more and more blogs appear and businesses are realising that blogging can be a dynamite sales marketing and communications tool written by a well known blogging expert blogwild walks would be bloggers through the entire process and demonstrates just how easy it is to get up and running

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