Doyle, Bob
I Column Like I CM: When to Wiki, When to Blog
    1p.   eContent   07/11/2006

        http://www.econtentmag.com/Articles/ArticleReader.aspx?ArticleID=16900
"But when all is said and done, the blog is for the latest news and the wiki is for content that may be old but still good. So if your goal is a knowledge repository, of business best practices or policies and procedures, or your home's favorite recipes or family records, the wiki is your tool of choice. If your goal is to get out the latest word on what's happening in your own life or your business, then the natural choice is a blog."

Graham, Paul
What Business Can Learn from Open Source
    11p.   paulgraham.com   08/01/2005

        http://www.paulgraham.com/opensource.html
"This essay is derived from a talk at Oscon 2005."

"Like open source, blogging is something people do themselves, for free, because they enjoy it. Like open source hackers, bloggers compete with people working for money, and often win. The method of ensuring quality is also the same: Darwinian. Companies ensure quality through rules to prevent employees from screwing up. But you don't need that when the audience can communicate with one another. People just produce whatever they want; the good stuff spreads, and the bad gets ignored. And in both cases, feedback from the audience improves the best work.

"Another thing blogging and open source have in common is the Web. People have always been willing to do great work for free, but before the Web it was harder to reach an audience or collaborate on projects."

Ives PhD, Bill
Business Blogs: A Practical Guide, by Bill Ives, Ph. D. and Amanda G. Watlington, Ph.D.
    CD plu   01/01/2005   0976618001

        http://www.businessblogguide.com/
    * What a blog can bring to your business and how successful early adopters are using blogs?
    * How to integrate blogging into your marketing communications mix?
    * How to choose the right software for your blog?
    * How to write compelling copy so that your readership grows?
    * How to make your blog visible using RSS/XML feeds?

Ives, Bill
The Case for Blogging; Blogging has a role within the enterprise, both for executives and employees; examining the benefits
    2p.   Line56   09/16/2006

        http://www.line56.com/articles/default.asp?ArticleID=6911
Blogging basics and a case for business executives to adopt blogs.

Peacock, Brian
The impact a firewall has to a blogger
> The Positive Blog   07/17/2006

"Brian Peacock works for IBM Software Group in the Hursley Park development lab where he has delivered all sorts of solutions with all manner of technologies. He has many obsessions, including a passion for finding better (more positive) ways of problem solving, both inside and outside of work. His interests span from the technological (home automation, machinery, gadgets) to the ecological (permaculture, wildlife, renewable energy)."

"Blogging inside the firewall is completely different to blogging in public and requires a completely different set of skills. I saw someone refer to them as dark blogs the other week, is this a well-known term ?..."

Scott, David Meerman
Tag, I'm It
> 1p.   EContent   01/01/2006

"With the number of blogs now in the tens of millions and the availability of niche blogs on virtually any topic, attention has shifted to the hot space of blog search. The simple truth is that it isn't easy to find a blog post on subjects of interest. Some nifty new tagging features are beginning to make a big difference for users, but the dark side of marketing may hamper the growth of tags."