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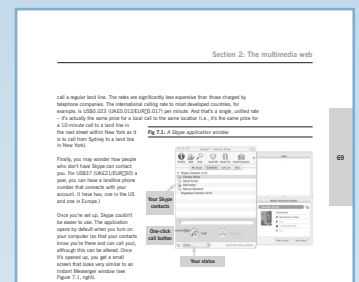
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Get practical answers to these questions:

- How do new technologies like RSS feeds, blogs and wikis work?
- What is considered best practice?
- How can I use these new tools for internal communication?
- What are the implications of new technologies for my business?
- How can new technologies improve the quality and reduce the cost of communication?

Examples

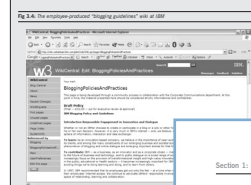


Section 1: Social software

Case Study

IBM, GOOGLE & UNIVERSITY OF MINNESOTA
 Examples of wikis on intranets

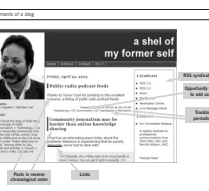
IBM made significant investments into...
 GOOGLE PRODUCTS AND SERVICES...
 UNIVERSITY OF MINNESOTA...
 The second concept is particularly intriguing...
 Figure 2.4: The intranet producer 'blogging guidelines' site at IBM



Section 1: Social software

2 Web logs ("blogs")

Blogs are the latest phenomenon to qualify as a major Big Thing on the Net...
 Nearly 30% of office American adults read blogs...
 Figure 2.5: Elements of a blog



Definitions

