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Bet You Missed It -- Press Clippings -- In the News -- Carefully Selected by Your crack Team of News Sleuths

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Bet You Missed It

Press Clippings — In the News — Carefully Selected by Your Crack Staff of News Sleuths

Column Editor: **Bruce Strauch** (The Citadel)

MARKETING THRU BLOGS

by **Bruce Strauch** (The Citadel)

Get It In Writing, Inc., a marketing-copywriting firm in Florida launched a blog and found it drew 150,000 unique visitors to its site. It was getting only 100 pre-blog. And not long after that, sales rose by 25%.

Some use the blog as a way to boost their Website's search-engine rankings. Get a lot of hits and you might end up at the top of the search list. But you need to constantly add fresh content. And this takes a lot of time and patience.

See — **Sarah E. Needleman**, "Blog It and They May Come," *The Wall Street Journal*, Aug. 20, 2007, p.R5.

AND YOUR PORN-STAR NAME IS?

by **Bruce Strauch** (The Citadel)

The online travel agency **Expedia** just paid \$3 million for a software function "Where I've Been," that allows you to display a map of all your travels. It was developed by a **Facebook** denizen from its free software applications.

80 million of these applications have been downloaded and fiddled with by geeks, mostly with frivolous results. Be bitten by a zombie; have a plate of spaghetti thrown at you; select your porn-star name. But venture capitalists are crawling all over the site eager to scoff up anything remotely useful.

Which is great, but so far, **Facebook** is not making any money off it. The geek developer owns it. But **Facebook** is on the case, thinking hard on taking an equity stake in return for allowing them on the site where venture capitalists can see them.

See — **Rob Cox with Jeff Segal**, "Facebook's Software Boom," *The Wall Street Journal*, Aug. 20, 2007, p.C8.

INFO EMPOWERED CONSUMERS

by **Bruce Strauch** (The Citadel)

Google has just bought **DoubleClick** which will allow them to gather more data for targeted Internet advertising. But the **Federal Trade Commission** is going at them claiming both monopoly potential and invasion of privacy of those 233 million Internet users.

The logical flaw is not merely the impossibility of monopolizing a fast moving market. The "more information markets have, the more competitive they are." If information benefits marketers, it doesn't injure consumers. Consumers lust after information on new products.

See — **Thomas Lenard and Paul Rubin**, "Googling 'Monopoly,'" *The Wall Street Journal*, Aug. 21, 2007, p.A14.

KEYWORDS: "DRUNK," "CANCUN," "NAKED."

by **Bruce Strauch** (The Citadel)

And meanwhile, back in Palo Alto, **Facebook** is working on a plan to mine the massive amounts of personal information folks reveal on the social-networking Website. Last year, **Google** made most of its \$10.6 billion by allowing marketers to place ads by buying "keywords" online.

See — **Vauhini Vara**, "Facebook Gets Personal With Ad Targeting Plan," *The Wall Street Journal*, Aug. 23, 2007, p.B1.



THE FUTURE IS NOW

by **Bruce Strauch** (The Citadel)

Riveting article showing ten entire industries about to be thrown into turmoil by new products.

Combine Internet advertising with search and you've got a whale of a product. **Blinkx** is a video search engine that indexes all 14 million hours of video on the Web, including all of **YouTube**. It turns speech into text and counts the number of times a word appears, a great aid for those selling targeted ads.

Radiance has a laser that pulses so quickly it generates no heat and will upend the entire laser industry and change medicine, aerospace and beyond. Medical lasers are a \$3 billion biz.

MRG.com is an **ebay** for manufacturers poised to throw sales reps and trading houses out of business.

Coal and gas-fired power plants lose 80% of energy generated through heat and another 8% over the transmission lines. **Bloom Energy** has solid-oxide fuel cells that will generate enough to power your house and some excess to sell to the utility.

ZINK has inkless printing that will fit into your cell phone or digital camera. It will eliminate desktop printers, ink cartridge resellers and photo services.

See — **Erick Schonfeld and Chris Morrison**, "The Next Disruptors," *Business 2.0*, Sept, 2007, p.56.

NO PUBLICITY IS BAD PUBLICITY

by **Bruce Strauch** (The Citadel)

First time author **James Frey's** drug addiction autobio *A Million Little Pieces* was exposed as a fraud leaving him in publishing industry disgrace and dumped by his agent. **Oprah Winfrey** chewed him out on air, and the publishing industry engaged in a pious debate about fact-checking memoirs. And incredibly, **Random House** will pay \$2.35 million in consumer rebates in a class action suit brought by misled readers.

But as they say, no publicity is bad. *Library Journal* lists the book as No. 11 on most borrowed books in U.S. libraries. And **Frey** is back with a novel *Bright Shiny Morning* to be published by **HarperCollins**.

See — **Jeffrey Trachtenberg**, "James Frey's First Novel Gives Him a Second Chance," *The Wall Street Journal*, Sept. 13, 2007, p.B1.

WHEN BOOKS MATTERED

by **Bruce Strauch** (The Citadel)

Very nice book review of *Edmund Wilson: Literary Essays and Reviews* published by **Library of America**.

Wilson "our last great 'man of letters' often behaved as though he were personally responsible for lifting the standards of American literary life to European levels." He had the idea of reprinting American classics in a uniform edition like the *French Pléiade*. His writings are a "reminder that there was once a time when books really mattered."

A nice poison pen quote: **Louis Bromfield** "by unremitting industry ... has gradually made his way into the fourth rank, where his place is now secure."

And the fabulous clincher: "He makes us nostalgic for a world uncluttered by electronics, where the arts of conversation and writing go hand in hand. He is among the last great chroniclers of a place he called the 'Republic of Letters,' which has not survived into our digitally enhanced age."

See — **George Sim Johnston**, "The Last Man of Letters," *The Wall Street Journal*, Sept. 28, 2007, p.W4.