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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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The Citadel

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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.


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.


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.


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.


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.


When Books Mattered
by Bruce Strauch (The Citadel)


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.”


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