

Dark Blog Links, Compiled by Larry Chait, Chait & Associates, 12/18/2006

Senior Management Internal Blogs

Michael Roberts, COO, **McDonalds**

http://www.blogwriteforceos.com/blogwrite/internal_blogs/index.html

Paul Otellini, CEO, **Intel**

http://nevon.typepad.com/nevon/2005/02/intel_coo_blogs.html

Klaus Kleinfeld, CEO, **Siemens**

<http://thomaspleil.wordpress.com/tag/english/>

Lee Scott, CEO, **Wal-Mart**

http://ronshewchuk.blogs.com/for_your_approval/2006/02/walmart_ceo_blo.html

http://blog.wakeupwalmart.com/ufcw/2006/02/walmarts_intern.html

John Swainson, CEO, **CA**

http://money.cnn.com/magazines/fortune/fortune_archive/2006/11/27/8394334/index.htm

Other Internal Blogs

IBM

<http://www.corporateblogging.info/2005/06/3600-blogs-glance-into-ibms-internal.asp>

Chris Jones, Windows Exec, **Microsoft**

http://netscape.businessweek.com/technology/content/nov2005/tc20051118_179356.htm?campaign_id=search

Microsoft

<http://blogs.msdn.com/robmen/archive/2005/10/15/481451.aspx>

Disney

<http://www.microsoft.com/business/executivecircle/content/article.aspx?cid=1713&subcatid=402>

Other Links re: Dark Blogs

Barnes, Dr. Nora, UMass, Dartmouth a study published at the Center for Marketing Research. *Behind the Scenes in the Blogosphere; Advice from established bloggers.*

<http://www.umassd.edu/cmr/studies/blogstudy.cfm>

Debbie Weil's Blog – *BlogWrite for CEOs*

<http://www.blogwriteforceos.com/>

Case study of the use of a blog for competitive intelligence at a European Pharmaceuticals Group

http://www.suw.org.uk/files/Dark_Blogs_01_European_Pharma_Group.pdf

Edelman and Intelliseek, *Talking from the Inside Out*, 2005
<http://www.edelman.com/image/insights/content/Edelman-Intelliseek%20Employee%20Blogging%20White%20Paper.pdf>

Global Best Practices for Corporate Blogs
<http://www.globalbestpractices.com/home/Attachment.aspx?AttachmentID=5fa38a66-c89f-44a3-b043-efd487c05233>

Bertrand Duperrin, *Blogs as a Management Tool: What's Important Is Content*
<http://www.duperrin.com/english/2006/07/19/blogs-as-a-management-tool-whats-important-is-content/#more-34>

Bertrand Duperrin, *Using internal blogs as a management tool*
<http://www.duperrin.com/english/2006/07/14/using-internal-blog-as-a-management-tool/>

Jeneane D. Sessum, *Adding Your Voice to the Conversation. Why CEOs Should Blog*
<http://www.globalprblogweek.com/2005/09/19/sessum-why-ceos-should-blog/>

Steven Streight, *CEO Blogging Guide*
<http://steven.streight.googlepages.com/ceobloggingguide>

Enid Burns, *Corporate Blog Adoption, Stronger in Small Business*
<http://www.clickz.com/showPage.html?page=3557211>

Karen E. Klein, *A Company Blog Keeps People Connected*
http://www.businessweek.com/smallbiz/content/aug2006/sb20060821_505977.htm?chan=search

Jena McGregor, *It's a Blog World After All*, in *Fast Company*
<http://www.fastcompany.com/magazine/81/blog.html>

Jeff Corwin, *Using Weblogs as an Internal Communications Tool*
<http://www.businesscommunication.org/conventions/Proceedings/2005/PDFs/06ABC05.pdf>