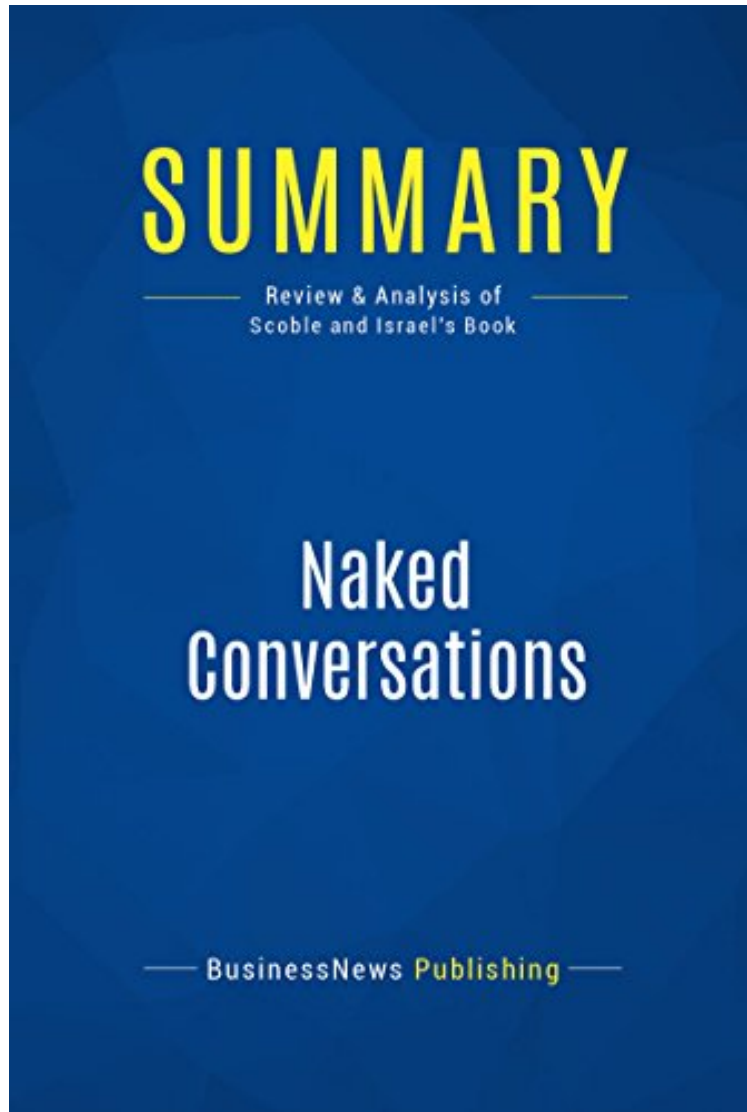


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BusinessNews Publishing : Summary: Naked Conversations: Review and Analysis of Scoble and Israel's Book before purchasing it in order to gage whether or not it would be worth my time, and all praised Summary: Naked Conversations: Review and Analysis of Scoble and Israel's Book:

The must-read summary of Robert Scoble and Shel Israel's book: "Naked Conversations: How Blogs Are Changing

the Way Businesses Talk with Customers". This complete summary of the ideas from Robert Scoble and Shel Israel's book "Naked Conversations" shows how blogs changed from being quirky entities for exhibitionists to crossing over into the broader business community. "Blogging" is becoming an extremely effective form of two-way communication between companies and their customers. In their book, the authors explain how blogs make customers feel that they are getting inside information about what's happening inside the corporation. This summary demonstrates how running a blog can prompt conversation between you and your customer and how you can reach out to new customers. Added-value of this summary: **Save time**; **Understand key concepts**; **Expand your knowledge** To learn more, read "Naked Conversations" and discover how you can use blogging as a powerful communications tool between you and your customers.