

# **„Mein liebes Tagebuch...“**

## **Warum die Welt Blogger braucht**

Strategieforum

„Vom Unternehmenssprecher zum Informationsdirigenten“  
esmt München, 15. November 2006

Martin Röhl  
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# Was sind Weblogs?



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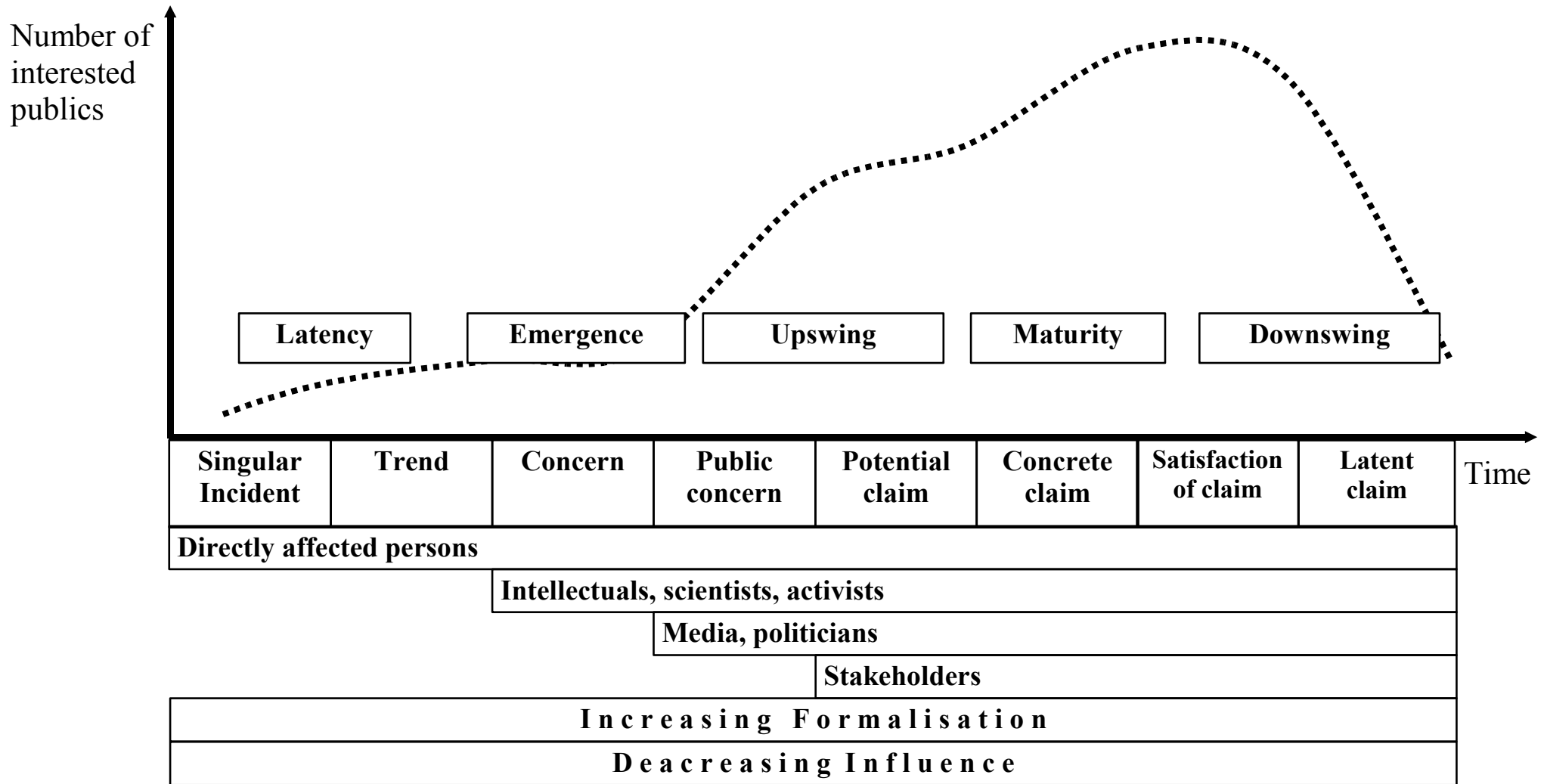




# Was sind Weblogs?



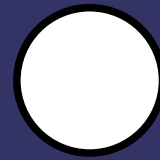
# Issue lifecycle



Vernetzung

Transparenz

Beschleunigung







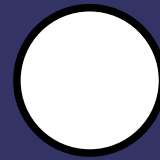


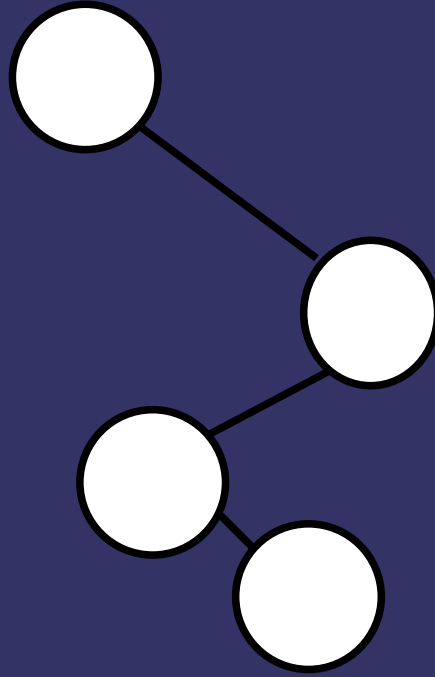


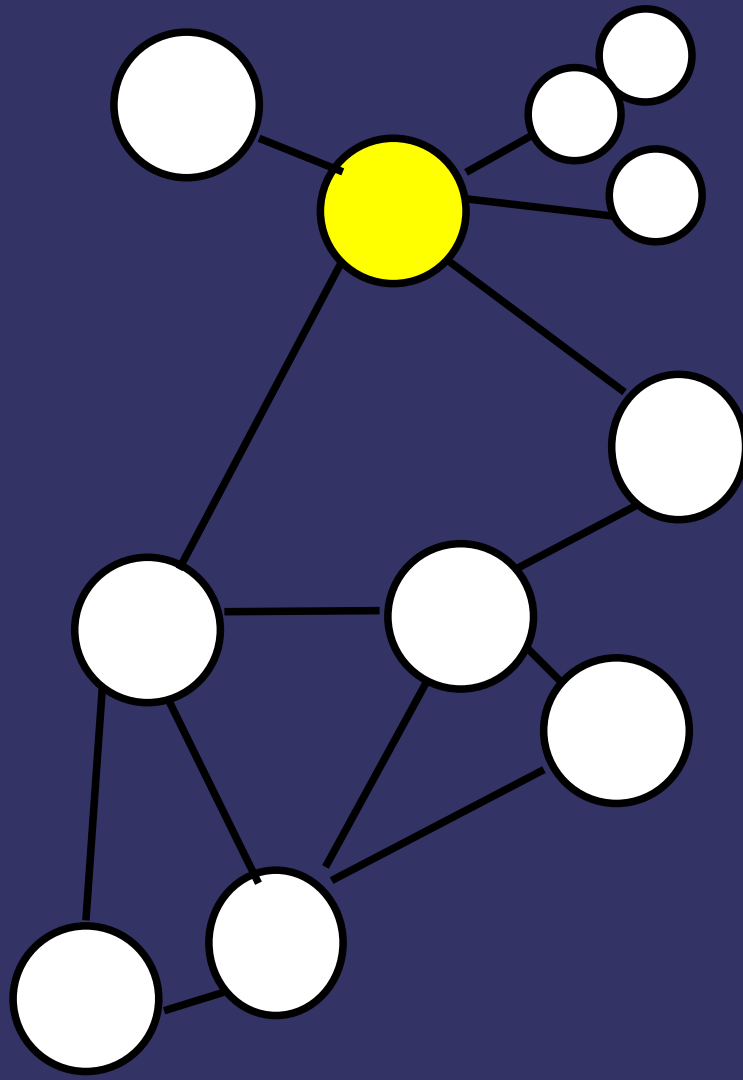
## **E-Mail**

*Von: Tina*

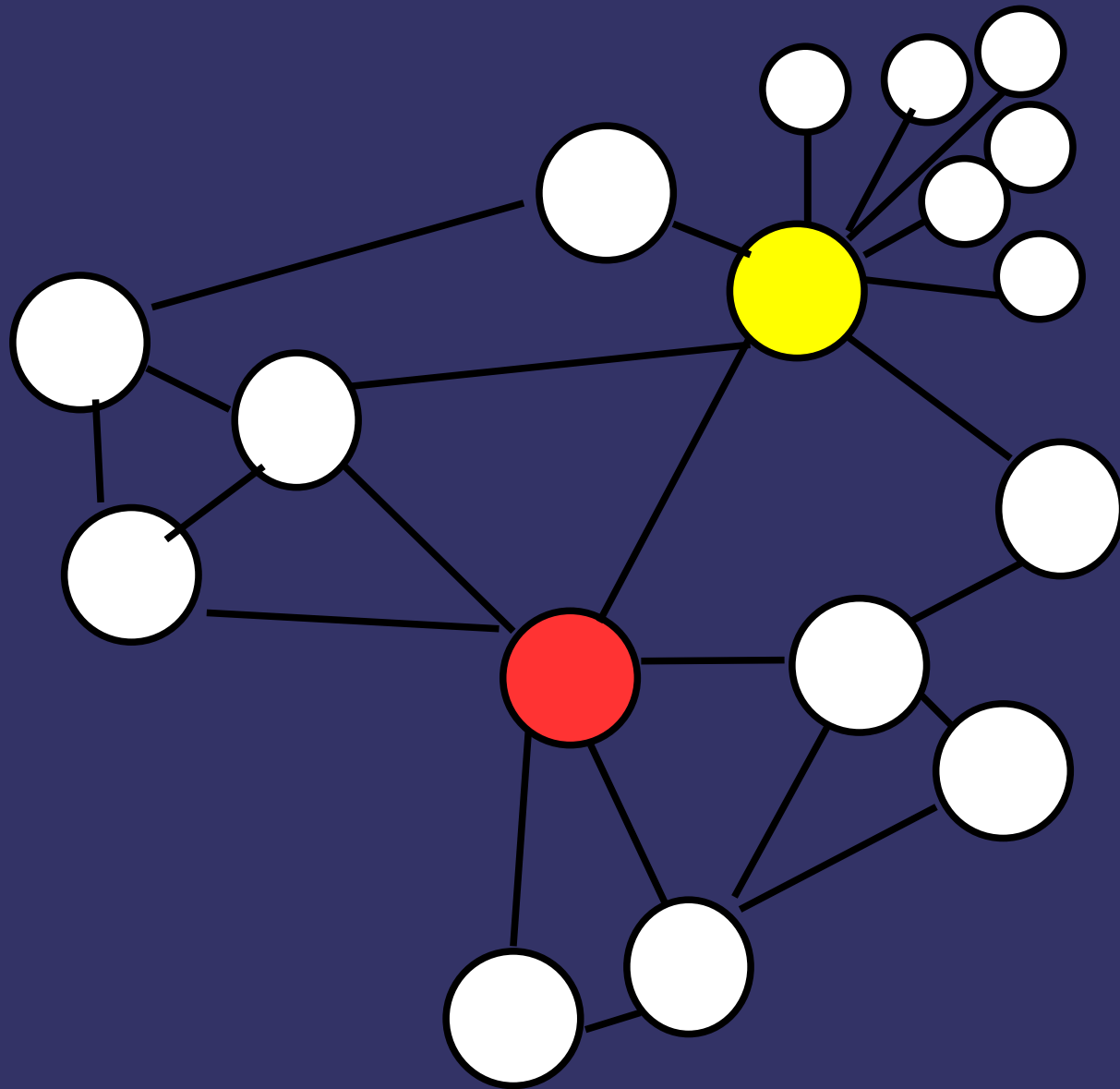
*An: Weiß ich noch nicht*

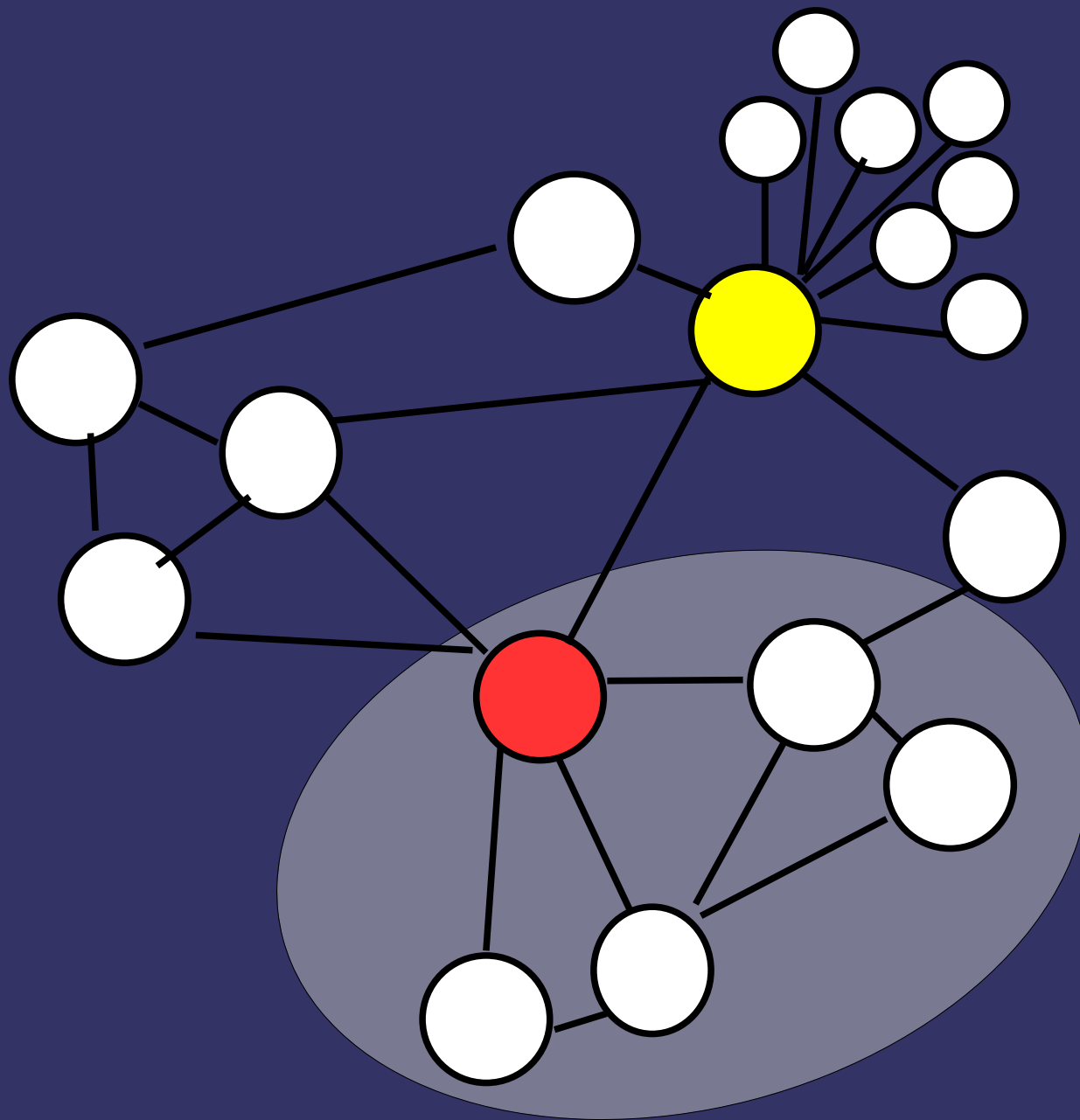


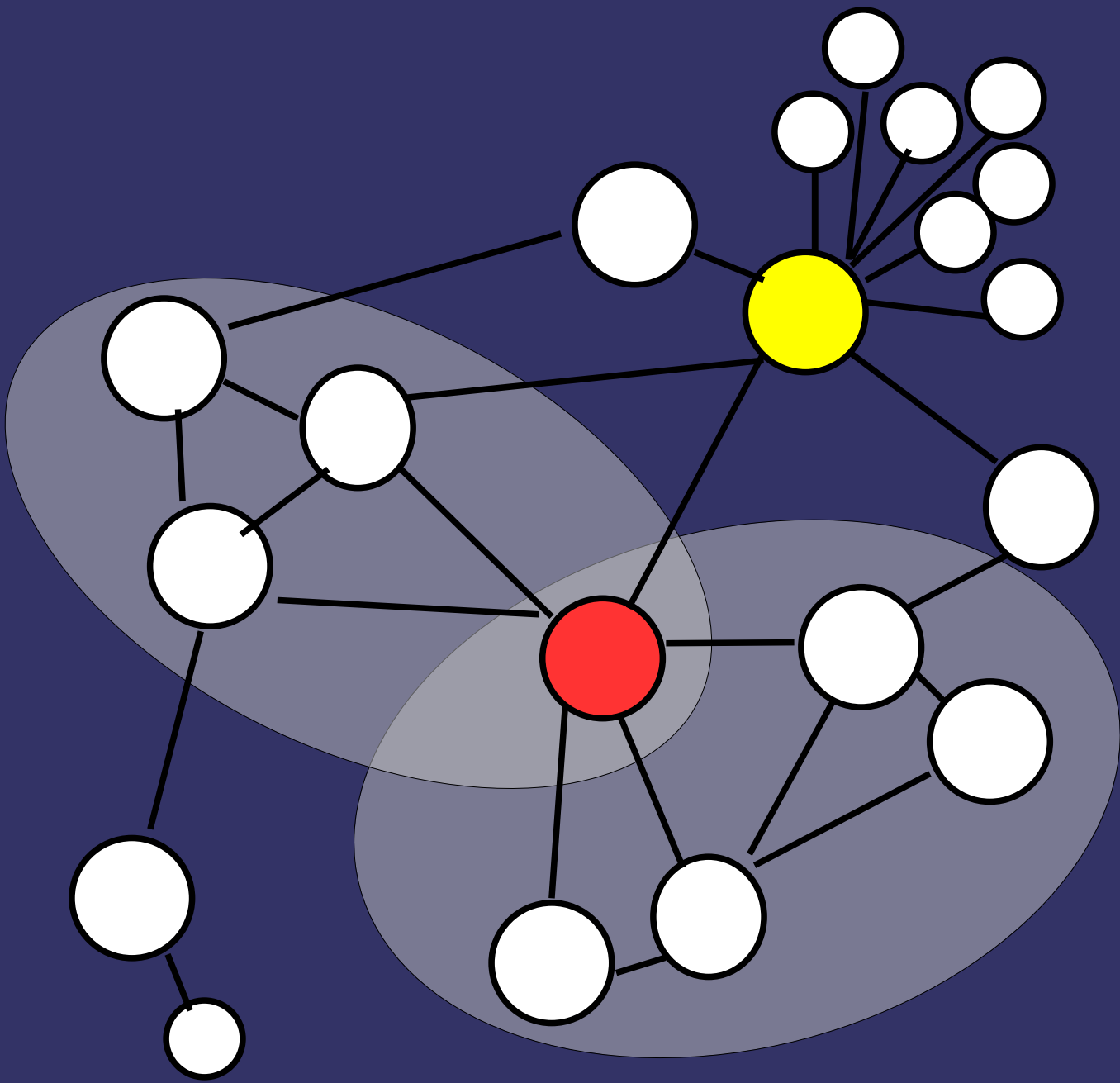


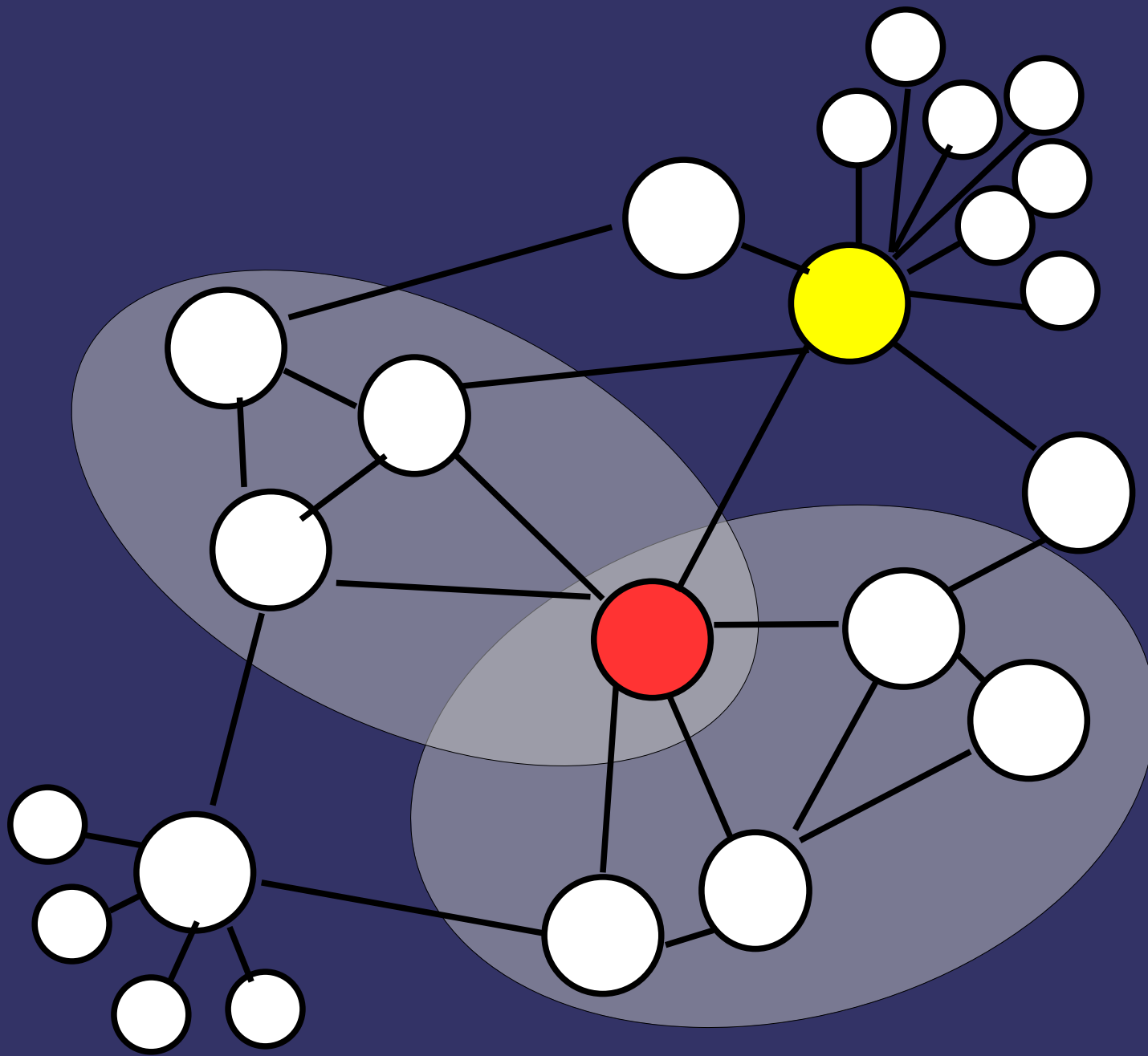














Vernetzung

Transparenz

Beschleunigung

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Transparenz

Beschleunigung

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Macht

# Was tun?

- Wahrnehmen. Zuhören.
- Reaktionsmechanismen entwickeln
- Den Dialog suchen

"55 million blogs... some of them *have* to be good."  
- Matt

# Technorati



Who's saying what. Right now.

 in blog posts 

## Top Searches

1. Ted Haggard
2. Borat
3. Saddam
4. Haggard
5. Studivz
6. Xiaxue

More top searches »

Most Popular

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Newsletter

Claim my blog

• Get updated link counts

## Popular

Internet Videos

The most popular videos bloggers are linking to right now.



**Hahaha**  
78 new links to this video



**Free Hugs Campaign. Inspiring Story! (music by sick puppies)**  
57 new links to this video



**Richard Dawkins Questions Evangelical Pastor**  
32 new links to this video



**Importance of a 5-Point Harness Carseat**  
23 new links to this video



**Freedom - better quality**  
22 new links to this video



**□□□□□□ by Rhythmic-it**  
18 new links to this video



**Freedom**  
18 new links to this video



**Ted Haggard Bashing Gays - from JESUS CAMP the Movie**  
18 new links to this video

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Siemens-Gespräch zu Weblogs intern  
und extern: Heute Abend auf  
<http://www.roell.net/weblog>

Martin Röhl

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