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Come si fa un blog 2.0.

By D'Ottavi, Alberto Sorchiotti, Tommaso

Tecniche Nuove, 2008. Book Condition: new. Milano, 2008; br., pp. X-180, cm 11,5x18,5. (Come si fa). Creare un blog è operazione di cinque minuti, gratuita e aperta a tutti. Eppure, pochi altri strumenti hanno avuto un impatto altrettanto forte e una diffusione altrettanto pervasiva. Il motivo, tutto sommato, è semplice: la crescita prodigiosa delle capacità offerte dalla tecnologia ha incontrato nuove sensibilità e richieste sociali. Le persone desiderose di partecipare ed esprimersi sono sempre più numerose, e il blog ha soddisfatto questa esigenza. Come un foglio bianco, un "blog" permette a chiunque di pubblicare qualsiasi cosa. E ciascuno può farne quel che vuole. Un diario, un magazine, un luogo per dibattiti politici o sportivi, eccetera. Il libro spiega che cos'è e com'è fatto un blog e, in particolare come creare e gestire il proprio blog, personalizzarne l'interfaccia, pubblicare contenuti, incontrare nuovi lettori, entrare nella comunità dei blog.



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