



Boom and Bust In The Blogosphere: Case Studies of the Blogging Industry

Dan Morrill

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What makes a great blog great? What do Robert Scoble, BoingBoing, MSDN, Google and Gigazine all have in common? They have made it to be some of the most visited top blogs on the internet. Hundreds of thousands of people have tried blogging, but only a handful has made it to become some of the most respected and widely read blogs on the planet. These blogs and blog systems all share commonalities between them that make them accessible and widely read. Even with the best of writing skills and time, some blog also fail, and those blog failures also share issues in common. From business models that would not work to threats on the internet, some bloggers have simply quit or gone out of business. The information in Boom and Bust in the Blogosphere reviews the commonalities between blogs that have made it and blogs that have not, with some surprising conclusions as to why they are successful and why they have failed.

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