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WITH
SANJOG AUL

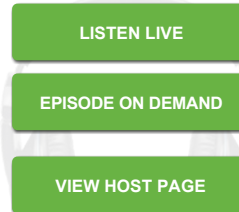
CIO Talk Network
Wednesday at 7 AM Pacific
July 30th 2004: First IM and now Blogging: The Enterprise Adoption Challenge

Earlier Instant Messaging (IM) had a stigma attached to it that it is for fun only. Now it has become part of enterprise communication. Blogging is facing the same skepticism and is not being adopted by businesses thus undermining its true potential. Lets listen to John to understand what Blogging truly has to offer and what potential challenges need to be addressed before it will be embraced by business community.



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