

## Technology Review Article on Employee Blogging

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The current edition of M.I.T.'s **Technology Review** magazine accolades employee blogging by highlighting the PR value to corporations that permit this activity. **Read about it here**. The print magazine has a supplementary article that extends this web article a bit.

TalkingTree itself is not hosted on the **markme.com** website which hosts many Macromedia employee blogs. This is partly because I like to have full control over the website itself, and I like to have a great deal of personal or non-technology blogs intermixed. The Google AdSense revenue covers hosting costs and then some, so there's really no expense in maintaining my blog individually. See the Credits on the sidebar for a link to my hosting provider in case you're shopping around.