

Thought transfer

with
Oliver Chadwick



A hitch-hikers guide to the blogosphere

Behind every emerging trend or service innovation, there's a great blog waiting to be found or written. Discover this and you could spark a series of thoughts that will give you significant first-mover advantage. So you don't miss out, explore our selection of what we consider are the best of the business blogs:

An essential guide to blogs actually worth reading

1. <http://blogs.ft.com/maverecon/> FT.com brings together a range of blogs from various writers, however, Willem Buiter's blog stands out. The former Bank of England policymaker, now at the LSE, is one of the most original, irreverent minds in the field today.
2. <http://sethgodin.typepad.com/> Seth Godin's blog has been described by Strategist News as "truly the 800 pound gorilla of business blogs." He has over 200,000 monthly visitors who see him riff effortlessly on marketing, respect and the ways ideas spread.
3. <http://googleblog.blogspot.com/> The official Google Blog is a self-serving site dedicated to advancing the viewpoints of a corporate behemoth. And guess what? It's fantastic. The blog is full of helpful tips on getting the most out of the ubiquitous search tool.
4. <http://mashable.com/> Founded in July 2005, Mashable is the world's largest blog focused exclusively on Web 2.0 and social networking news. With more than five million monthly pageviews, Mashable is the most prolific blog reviewing new sites and services.
5. <http://endlessinnovation.typepad.com/> Dominic Basulto is a digital strategist at Electric Artists in New York and the former editor of Fortune's Business Innovation Insider. A blogger with a fascination for innovation, Dominic likes to keep up with what's next. So do we!
6. <http://www.engadget.com/> If you're a gadget lover, you're probably already reading Engadget, a magazine-style blog with obsessive daily coverage of everything new in gadgets and consumer electronics. It features up-to-the-minute product and industry updates for the tech-sawy.
7. <http://www.bbc.co.uk/blogs/thereporters/robertpeston/> Robert Peston has been the BBC's business editor since February 2006. His previous roles have included financial editor of the *FT*, political editor of the *FT* and city editor of the *Sunday Telegraph*.
8. <http://freakonomics.blogs.nytimes.com/author/stephen-j-dubner/> Stephen J Dubner is an author and journalist who lives in New York City. Steven D Levitt is a professor of economics at the University of Chicago. Their book *Freakonomics* sold three million copies worldwide. This blog is intended to keep the conversation going.
9. <http://financial-techinsider.blogspot.com/> Financial-i magazine has set its editor loose on the world of business and technology in transaction banking. FinancialTech Insider provides insights, analysis and commentary on the banks, the vendors, the analysts and the technologies.
10. <http://blogs.technet.com/smallbusiness/> This blog was set up to discuss the small business world from the perspective of the people at Microsoft, covering a number of technology-related areas.

Take five minutes a day to explore the blogosphere. You never quite know what you will find and you'll certainly gain fresh inspiration and a new take on life and business.

*Oliver Chadwick, CEO, Vision Critical, tel:
+44 (0) 1252 728184, e-mail: o.chadwick@visioncritical.co.uk*