



The Blogging Church: Sharing the Story of Your Church Through Blogs (Jossey-Bass Leadership Network Series)

Brian Bailey

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The Blogging Church offers church leaders a field manual for using the social phenomenon of blogs to connect people and build communities in a whole new way. Inside you will find the why, what, and how of blogging in the local church. Filled with illustrative examples and practical advice, the authors answer key questions learned on the frontlines of ministry: *Is blogging a tool or a toy? What problems will blogging solve? How does it benefit ministry? How do I build a great blog? and Who am I blogging for?*

The Blogging Church is a handbook that will inspire and equip you to join the conversation.

The book includes contributions from five of the most popular bloggers in the world—Robert Scoble, Dave Winer, Kathy Sierra, Guy Kawasaki, and Merlin Mann, as well as interviews with blogging pastors such as Mark Driscoll, Craig Groeschel, Tony Morgan, Perry Noble, Greg Surratt, Mark Batterson, and many more.

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