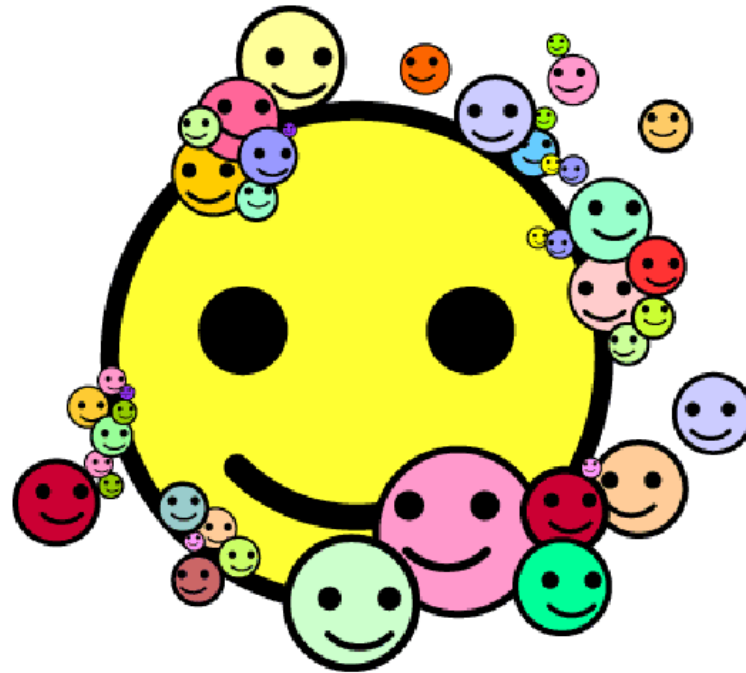
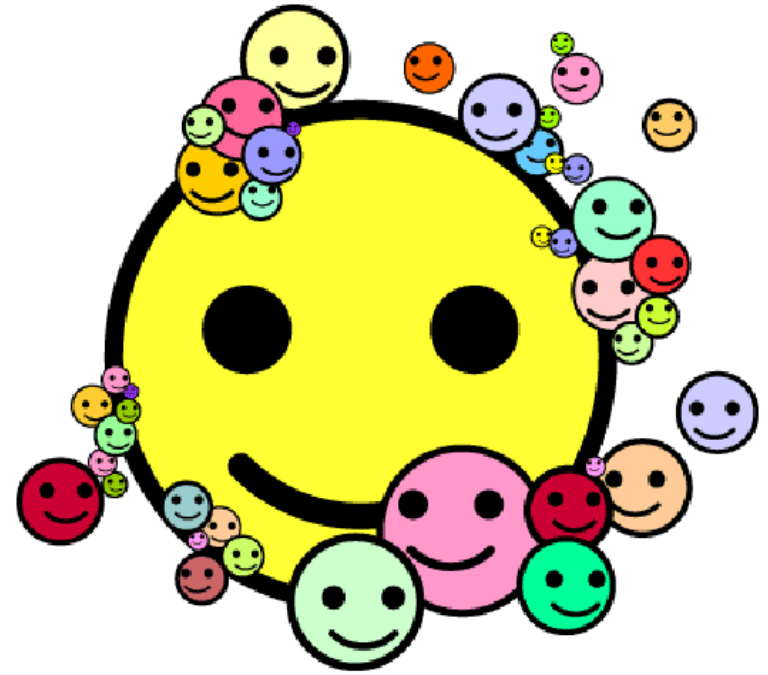


BLOGS



- ✓ **What are blogs?**
- ✓ Famous bloggers
- ✓ Blog business models
- ✓ Managing blogs
- ✓ Business blogs
- ✓ How businesses respond to customer blogs
- ✓ Businesses that create and welcome blogs
- ✓ HR departments and blogs
- ✓ Lessons for general managers





SO WHAT ARE BLOGS ANYWAY?



- Also known as weblogs
- Started as online personal journals. A website (or part of a website) where users post information in chronological order and display information in reverse chronological order.
- Provide comments about various topics, most allow feedback from readers
- The short form, "blog," was coined by Peter Merholz, who jokingly broke the word weblog into the phrase we blog in the sidebar of his blog Peterme.com in April or May of 1999
- This was quickly adopted as both a noun and verb ("to blog," meaning "to edit one's weblog or to post to one's weblog").

WHO IS BLOGGING?

One in ten internet users have posted materials on blogs

Blog creators are more likely to be:

- **Male** 57% are male
- **Young** 48% are under age 30
- **Broadband users** 70% have broadband at home
- **Internet veterans** 82% have been online for 6 years or more
- **Well off financially** household income over \$50,000
- **Educated** 39% have college educations
- **An Influencer**

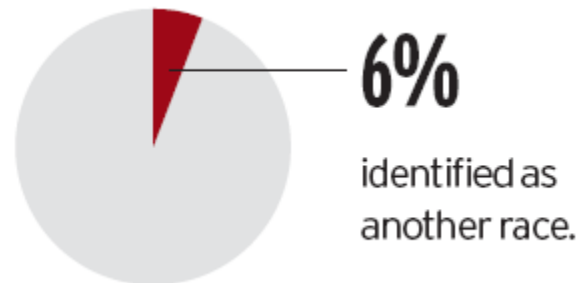
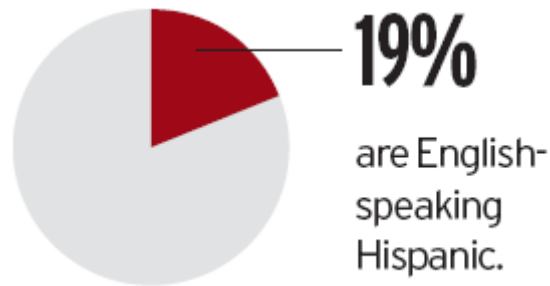
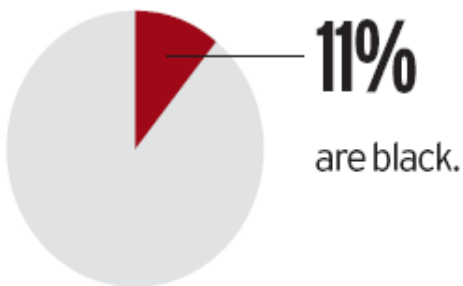
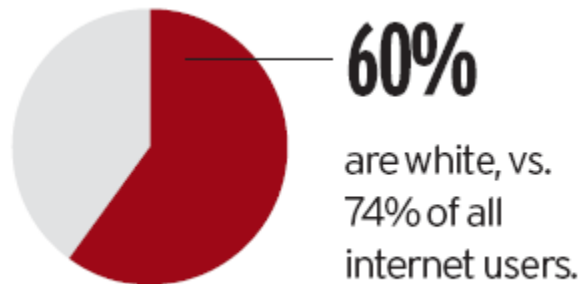
*WHAT IS AN INFLUENCER?

An influencer is a person who claims to have taken part in at least three of the following actions:

- Written or called a politician
- Attended a political rally, speech or organized protest
- Attended a public meeting on local issues
- Held or run for political office
- Served on a committee of a local organization
- Served as an officer for a club or organization
- Written a letter to the editor of a newspaper or magazine or called a live radio or television show to express an opinion
- Signed a petition
- Worked for a public party
- Written an article for a magazine or newspaper
- Been an active member of any group that tries to influence public policy or government

Bloggers are more racially diverse

than the general online population,
according to Pew research.



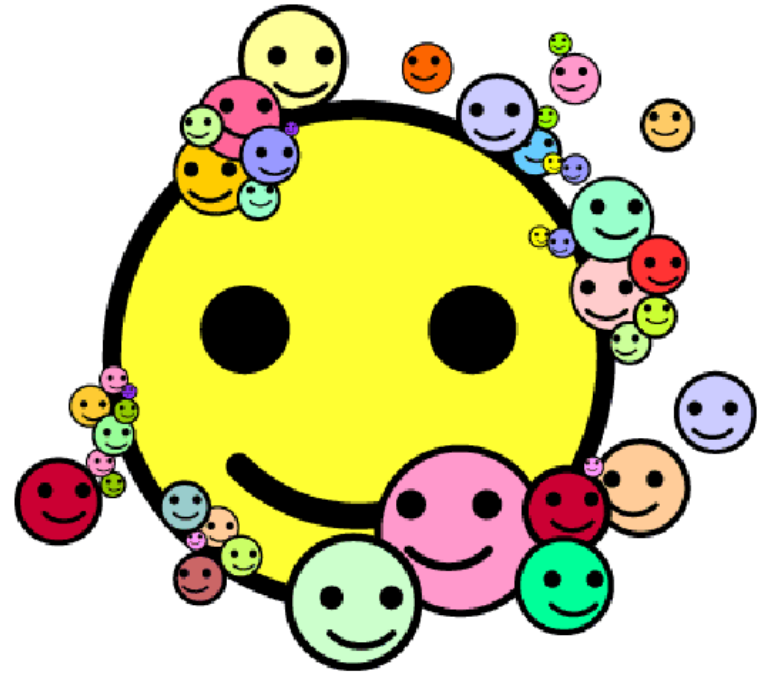
While you might think many bloggers are hoping to be the next millionaire on the blogging block, the majority make middle-income wages from a “real job” separate from blogging. Pew Internet research found that 85% of bloggers said they don’t do it for money—and 52% said they do it just to express themselves creatively.

N=7,012
Date: 11/05-4/06

TYPES OF BLOGS

- A blog comprising videos is called a **vlog**,
- one comprising links is called a **linklog**,
- a site containing a portfolio of sketches is called a **sketchblog**
- one comprising photos is called a **photoblog**.
- Blogs with shorter posts and mixed media types are called **tumblelogs**.
- An **Artlog** is a form of art sharing and publishing in the format of a blog, but differentiated by the predominant use of and focus on Art work rather than text.
- A rare type of blog hosted on the **Gopher Protocol** is known as a Phlog

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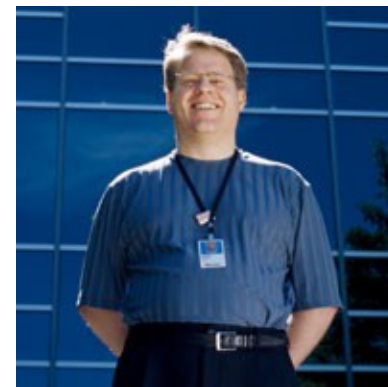


FAMOUS BLOGGER: ROBERT SCOBLE

- Regards himself as a technology evangelist
 - *Technology evangelist – a person whose job or role is to promote technologies, usually new technologies*
- Got his start blogging at Userland Software
 - A contact management and blogging software startup
- Continued as Sales Support Manager at NEC Mobile Solutions
 - Used blogging as a way to offer tech support to customers and hear their comments



FAMOUS BLOGGER: ROBERT SCOBLE



- Blogging at NEC Mobile Solutions landed him an offer at Microsoft
 - Became Microsoft's spokesblogger *or person who blogs on behalf of a company*
- Known for giving Microsoft a human face
 - Gained popularity there by openly criticizing Microsoft
 - Encouraged users to call him on his cell phone and post comments on his blog
- Interviewed developers within the company on camera and posted them as a vlog within the company's blog

FAMOUS BLOGGER: ROBERT

- **STEVE RUBEL:** Finally, how does your blog synergize with Microsoft's marketing efforts to energize the developer community behind .NET and Longhorn?
- **SCOBLE:** Oh, I don't really see myself as synergizing with Microsoft's marketing efforts, but generally **I try to make my readers aware of important things that are happening. I also point at things our competitors are doing that are cool, and point at things that I think my readers should know.** I meet a lot of really interesting people in the industry and get to see a lot of technology in its early stages, so I try to share my insights with my readers. That's why a blog is different from marketing. It can help marketing, sure, but if you really want an audience you better serve your readers first and any corporate concerns second.



- Gained popularity with blog
“Scobleizer – Tech geek blogger”
- Ranked #40 on Google Reader’s leader board
- Here’s what Scoble had to say about Amazon’s new eBook, Kindle (NOTE: this is the tone that has made him so popular!)
 - “Whoever designed this should be fired and the team should start over.”
 - “Usability sucks....UI sucks”
 - “Would I buy it? Yes, but I’m a geek. I can’t really recommend this to other people yet. Sorry.”



Daily link November 25, 2007

[Dear Jeff Bezos \(one-week Kindle review\)](#)

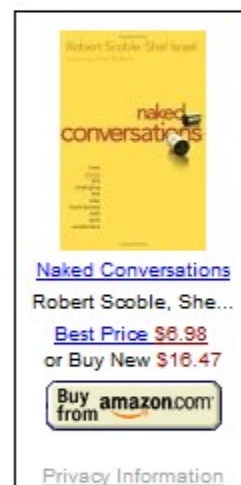
I've read two books on it, which explains why I haven't been on Twitter very much in the past week. But the Kindle really bugs me now. I'm hitting all sorts of little things that the Kindle team simply didn't think through very well.

[Here's my one-week review](#) of Amazon's Kindle.

I focus on a few areas:

1. No ability to buy paper goods from Amazon through Kindle.
2. Usability sucks. They didn't think about how people would hold this device.
3. UI sucks. Menus? Did they hire some out-of-work Microsoft employees?
4. No ability to send electronic goods to anyone else. I know Mike Arrington has one. I wanted to send him a gift through this of Alan Greenspan's new book. I couldn't. That's lame.
5. No social network. Why don't I have a list of all my friends who also have Kindles and let them see what I'm reading?
6. No touch screen. The iPhone has taught everyone that I've shown this to that screens are meant to be touched. Yet we're stuck with a silly navigation system because the screen isn't touchable.

Buy from Amazon:



Search:

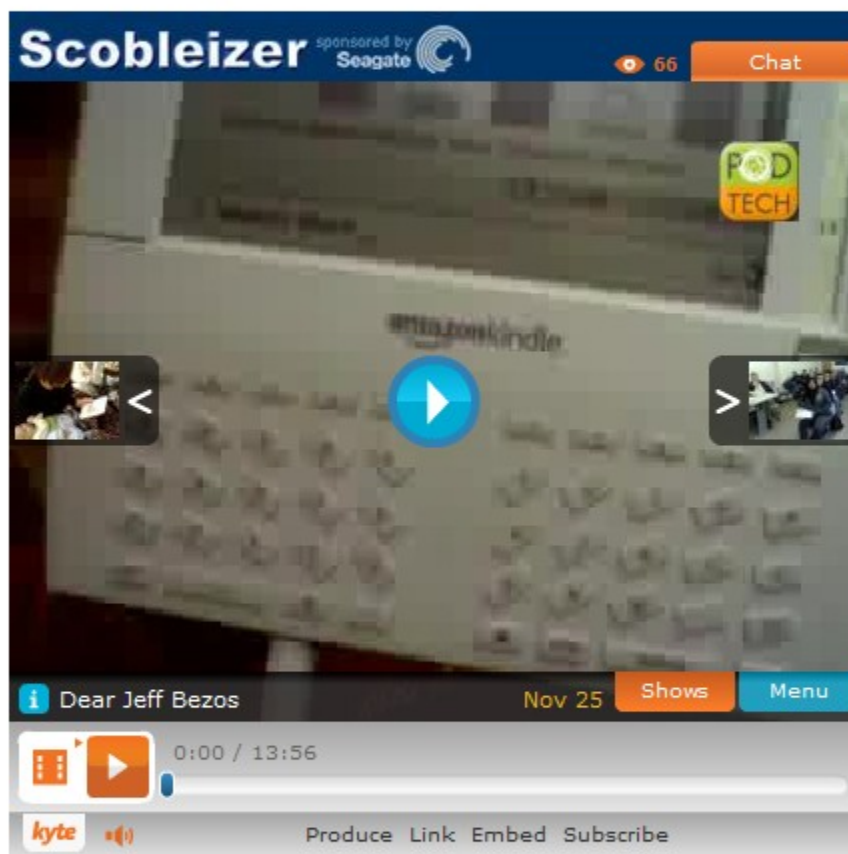
November 2007

M T W T F S S

1 2 3 4

It's obvious that they never had this device in their hands when they were designing it.

Whoever designed this should be fired and the team should start over.



« Oct Dec »

[ScobleShow](#) (Scoble's videoblog)

[Blogroll](#)
(From NewsGator)

[Photoblog](#)
(on Flickr)

[Naked Conversations](#)
(Book blog)

[Main RSS Feed](#)

[Link Blog](#) (tech news from Google Reader)

[About me](#)

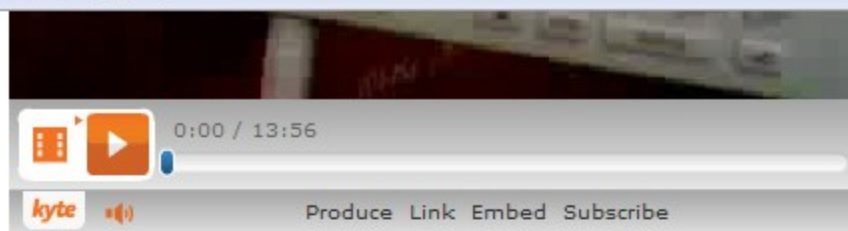
[Comment RSS Feed](#)
XML

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robertscoble@hotmail.com
My cell phone: 425-205-1921

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Filed under: [Amazon Kindle](#), [eBook](#) @ 3:42 pm #

203 Comments »



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Robert Scoble

robertscoble@hotmail.com

My cell phone: 425-205-1921

member of
media2.0
WORKGROUP

[Robert Scoble works at](#)

[PodTech.net](#) (title: Vice

President of Media

Development). Everything here,

though, is his personal opinion

and is not read or approved

before it is posted. No

warranties or other guarantees

will be offered as to the quality

of the opinions or anything else

offered here.

[Login](#)

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Filed under: [Amazon Kindle](#), [eBook](#) @ 3:42 pm #

203 Comments »

1. Nicely done Robert. Very good points. Especially the ecommerce part.

Comment by [allen stern](#) — November 25, 2007 @ 4:02 pm

2. I didn't need a one week review to tell you all this, Scoble. :)

Comment by [Aaron Brazell](#) — November 25, 2007 @ 4:04 pm

3. Is built in e-commerce and social networking really needed in a book?

Comment by [Gary](#) — November 25, 2007 @ 4:04 pm

4. Absolutely agree with you here... This *might* have been cool in 1995. Arrington is right about the Sony Reader being better, but I think that the best is going to come out of Samsung or Apple in the near future.

[http://digg.com/gadgets/Tech Guru Robert Scoble Reviews the](http://digg.com/gadgets/Tech_Guru_Robert_Scoble_Reviews_the_)

Comment by [Ania Rahman](#) — November 25, 2007 @ 4:05 pm

WHERE IS HE NOW?

- Currently employed by PodTech
An online video networking firm
- On The Scoble Show he uses vlogging to talk to people in the various fields of technology



FAMOUS BLOGGER: MINI-MICROSOFT



- Supposedly was a Microsoft employee
 - Created a “virtual water cooler” where he and other Microsoft employees talk about problems within the company
- Identity unknown
 - Well....the two interviewers cited know his name, but they’re not telling!
 - Hasn’t even told his wife!
 - Fears the impact on his career if he’s found out

<http://en.wikipedia.org/wiki/Mini-Microsoft>



ABOUT MINI-MICROSOFT



- Some comments Mini has made about Microsoft to create a buzz
 - “passionless, process-ridden, lumbering idiot,”
 - It's scores of bad tech-boom-era hires, who suck up time and money "writing crappy code, doing crappy testing and designing crappy features.”
- Microsoft has never admitted that it was Mini’s blog which spurred change in the companies policies, but employees and media seem to think differently

CHANGES SINCE MINI-MICROSOFT

- **Issues discussed include**

1. Employee review system

Employees felt that the review system did not fairly judge their performance

2. Employee compensation

3. Morale within the company

Employees felt the companies growth and new beaurocratic system stifled creativity

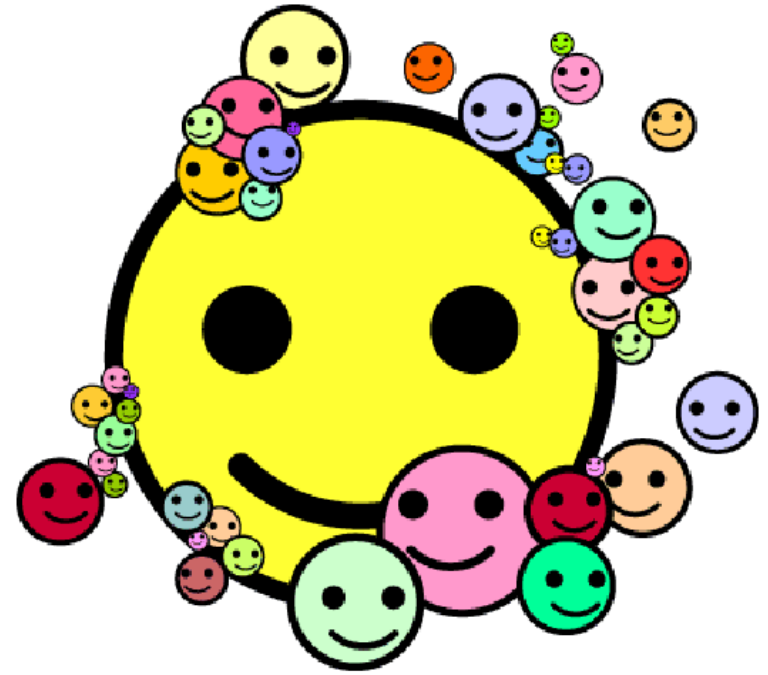
- **As a result**

1. Employee review system has been changed

2. Increased transparency

3. New HR Vice President was hired to personally talk with Microsoft employees to learn and address issues that were facing the company

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RSS Really Simple Syndicate - A family of web feed formats used to publish frequently updated content such as blog entries, news headlines, or podcasts

- RSS content is read using software called an RSS reader
- The user subscribes to a feed link by clicking on the RSS icon
- The RSS reader checks the user's subscribed feeds regularly for new content
- RSS downloads any new content it finds



<http://mobispineblog.blogspot.com/2007/10/so-how-big-is-rss-usage-online.html>

BLOG SEARCH ENGINES

Blogdigger™

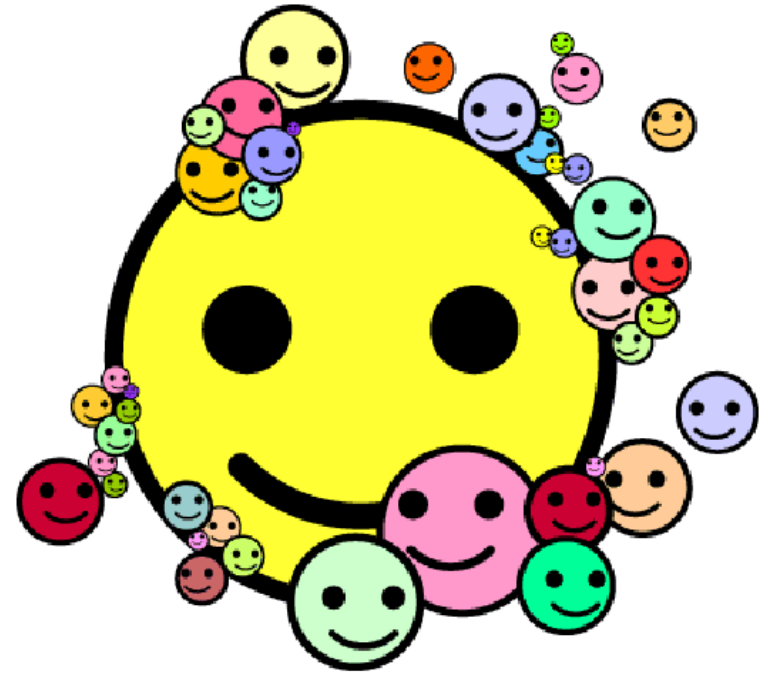
- Used to search blog contents through the use of “tags”
- Organizes blogs

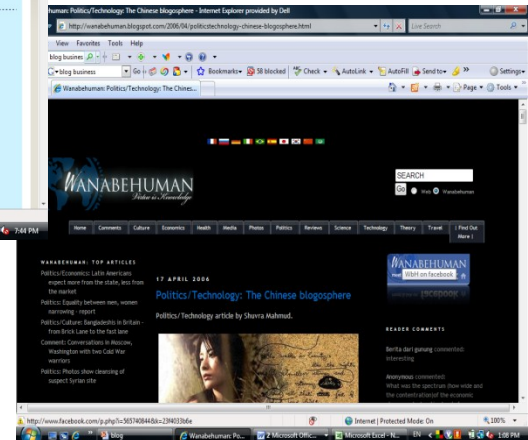
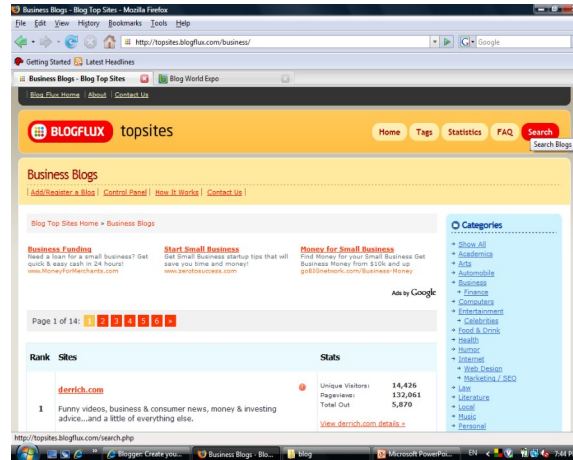
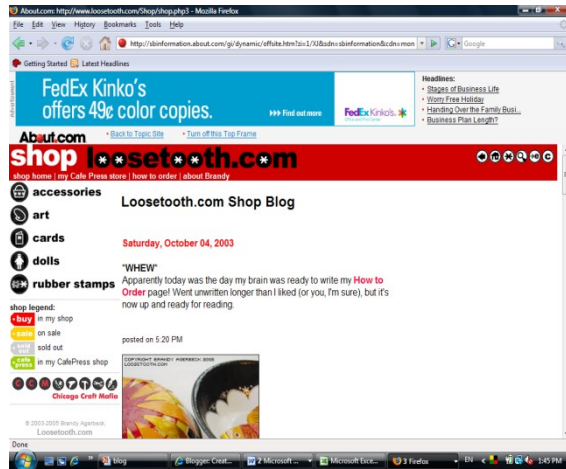


Tracks 112.7 million blogs and over 250 pieces of tagged material indexing thousands of blogs an hour

Paul McFedries (2007). All A-Twitter. IEEE Spectrum, 44(10), 84. Retrieved December 3, 2007, from ABI/INFORM Global database. (Document ID: 1360085131).

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SOME BLOGS DO GENERATE REVENUE

BLOG BUSINESS MODELS

- Use Advertising and Affiliate Programs/ Get Sponsored by a company
- Sign on to be a blogger
- Sell Other Intellectual Property Through your blog



USE ADVERTISING PROGRAMS

- To Place Ads on your blog pages themselves
- More advertising program options for bloggers than ever before.
 - ❖ Google's AdSense
 - ❖ BlogAds
 - ❖ Chitika eMiniMalls
- Some programs for RSS Advertising such as Pheedo
- Some network designed to match bloggers with advertising opportunities such as **Jim Kukral's BlogKits BlogMatch Network**

USE AFFILIATE PROGRAMS

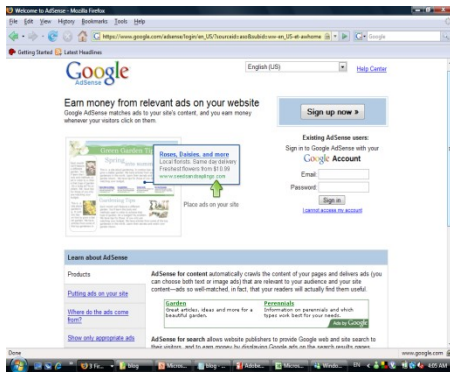
- With affiliate Marketing, a company agrees to pay you a commission for helping to sell their products.
- Visitors see the company's ad on your weblog and, if they click through the company's Website and do a particular thing, you'll get paid.
- The particular things are *"Pay Per Click," "Pay Per Lead" or "Pay Per Sale"*
- Four of the biggest affiliate programs on the Internet

Amazon

GOOGLE'S ADSENSE



[Get AdSense now-- it's free!](#)



Becoming an AdSense publisher is fast and easy:



- An ad serving program run by Google
- Google AdSense matches ads to your site's content and you earn money whenever your visitor click on them
- AdSense for content – automatically crawls the content of your pages and delivers ads you choose that are relevant to your audience and your site content
- AdSense for search – allows website publishers to provide Google web and site search to their visitors and to earn money by displaying Google ads on the search results pages

Google provides EFT payment system (Electronic Fund Transfer) in a number of countries, which can help get your AdSense earnings delivered directly to your bank account every month without any additional effort

How much the bloggers earn depend on a number of factors including how much an advertiser bids on your side – you will receive a portion of what the advertiser pays.



WAYS TO GET PAID

Pay Per Click

- An advertising model used on search engines, advertising networks, and content websites/blogs, where advertisers only pay when a user actually clicks on an ad to visit the advertiser's website
- Depending on the search engine, minimum prices per click start at US\$ 0.01 up to \$0.50. These prices are often referred to as Costs Per Clicks (CPC)

Pay Per Lead

- A method of marketing enables an advertiser to receive membership or advertising services in return for paying per lead received from the marketing venue used
- The cost associated with each lead purchased by an advertiser or vendor utilizing PPL marketing is referred to as Cost Per Lead (CPL)
- Pay Per Lead Service either charge clients for all leads received, or more commonly **vet** leads against qualifying checklist to ensure a consistent level of quality

Pay Per Sale

- A type of affiliate marketing where the advertiser pays the affiliate based on conversion of sales.
- If a customer follows an affiliate link to the advertiser's site and makes a purchase in accordance with the affiliate agreement, the affiliate is paid.
- Affiliates can earn a higher commission through pay-per-sale affiliate programs, however these types of programs usually have the lowest conversion rate.

SIGN ON TO BE A BLOGGER

- Some business are looking for people to write blogs and are willing to pay for it
- Payment Models vary
- Example : Creative Weblogging -- Fixed Monthly Payment in exchange for 10 posts a week or a percentage share of the ad revenues.

Weblogs. Inc

AllBusiness.com's Business Blogs



Sign-Up Now!

bloggers

Get paid for blogging. Write your opinion about peoples products, services and websites on your blog. Get paid weekly..

No advertising, just write your opinions

- ◆ Earn top \$ with every opinion post
- ◆ Select the subjects that interest you
- ◆ Post in multiple blogs to earn more
- ◆ Build interesting, unique content in your Blog
- ◆ Get paid weekly by PayPal

FAQ's

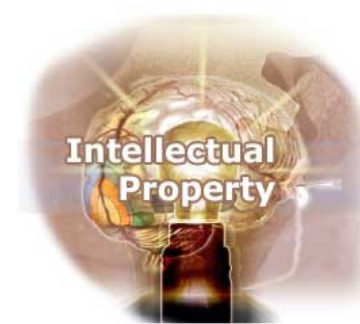
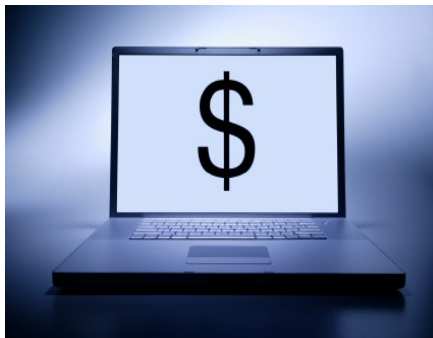
Process

Rules

bloggers get started

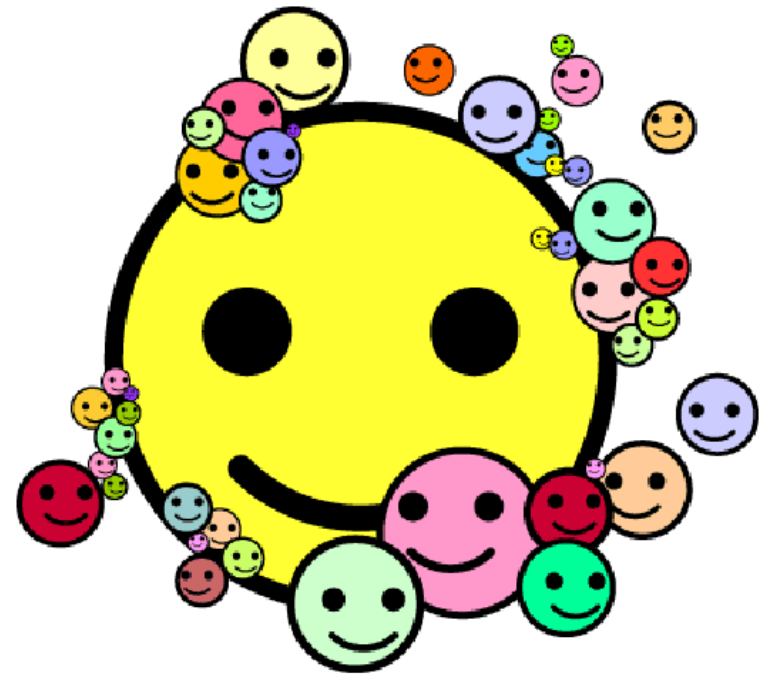
SELL OTHER INTELLECTUAL PROPERTY THROUGH YOUR BLOG

- Intellectual Property such as ebooks, telecourses or consulting services.
- Intellectual property you are selling is just part or incidental to the blog you are writing; it is not the raison d'être for the blog.



- Example : You might have a blog about beekeeping and be selling an ebook about how to build a mason bee house on your pages.

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HOW DO COMPANIES DEAL WITH NEGATIVE BLOGS FROM THE CUSTOMERS?

- Corporate lawyers are hired with the intent of keeping the company safe and limiting risk.
- Business learns from customer's complaint or comment, and is able to fix the defect and develop their products and/or services

CASE STUDIES

- Dell's Laptop Battery
- iphone



IPHONE PHENOMENA

- The iPhone — a combination widescreen iPod, cellphone and pocket Internet device — goes on sale Friday, 6 p.m. (06/29/07) at Apple's 164 stores and nearly 1,800 AT&T stores.
- With the new heat the iPhone will be getting from the iPod Touch, Steve Job, Apple's CEO decided to cuts 8GB iPhone price to \$399 (from \$599) after two months it went o sale (09/05/07)
- Early adopters -- those most accustomed to buying a gadget first, asking questions later, and bottling their complaints when said gadget later drops dramatically in price.
- iPhone sold it's one millionth phone (09/09/07)
- Apples gives early iPhone customers \$100 back (09/14/07)
- iPhone sales limited. One person can buy only two and the payment can only made by credit card or debit card(10/27/07)



HOW BUSINESSES DEAL WITH NEGATIVE BLOGS FROM CUSTOMERS ABOUT THEIR PRODUCTS AND SERVICES

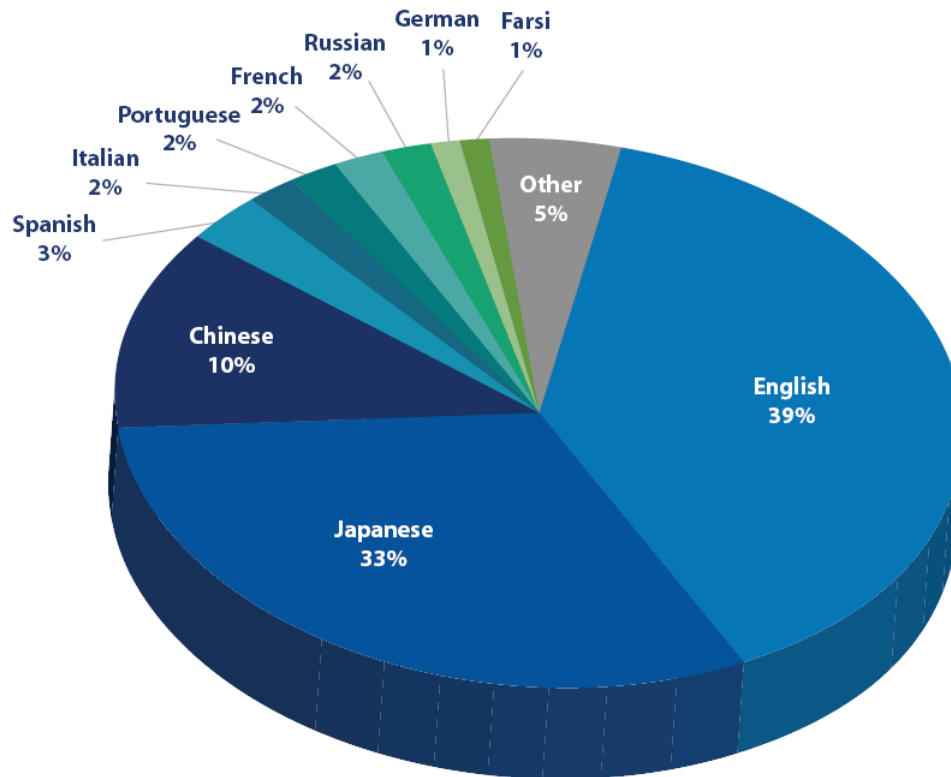


- One notable example from 2006 came when Dell was attacked online by outraged consumers who discovered the company falsely advertised its laptop processors. In a matter of days, the issue exploded on the Internet, prompting a variety of other online Dell grievances that quickly found their way into the mainstream media.



BLOGS IN CHINA

CHART1: BLOG POSTS BY LANGUAGE



•Many people in China's news and media industries write and read blogs, and follow leading BBS (BULLETIN BOARD SYSTEM), information from the Internet can quickly find its way into the mainstream media, where its effects can be further magnified

Source: Technorati, "State of the Blogosphere," October 2006

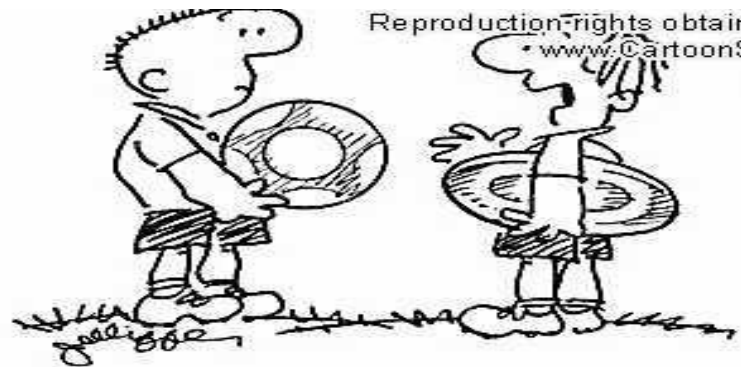
•39% of Chinese interviewed read blogs at least once a week. While lower than Japan (74%) and similar to South Korea (43%), this figure is significantly higher than in Europe (range of 14-23%) and the U.S. (27%)

- Blogs in China are a place for local information because journalists and writers don't have to be bogged down with the bureaucratic editorial process. They are able to write more freely on their blogs.
- Journalists, such as entertainment writer Wang Xiaofeng and Beijing Times editor Zhang Rui, are bloggers.

1) Luwei (Rose) Luqiu (2006). Blogging News in China. Nieman Reports, 60(4), 48-49. Retrieved December 4, 2007, from ABI/INFORM Global database. (Document ID: 1200664191).*

HOW BUSINESSES DEAL WITH NEGATIVE BLOGS FROM CUSTOMERS ABOUT THEIR PRODUCTS AND SERVICES

- One of the great lessons is that your customers are your best customer support agents and marketers if only you allow them ... and respect them enough to listen to them. Dell doesn't. As we reported the other day Dell shut its general customer forums... which should be the place for customers to help each other.



"You play ball with me and
I'll play ball with you!"

HOW BUSINESSES DEAL WITH NEGATIVE BLOGS FROM CUSTOMERS ABOUT THEIR PRODUCTS AND SERVICES

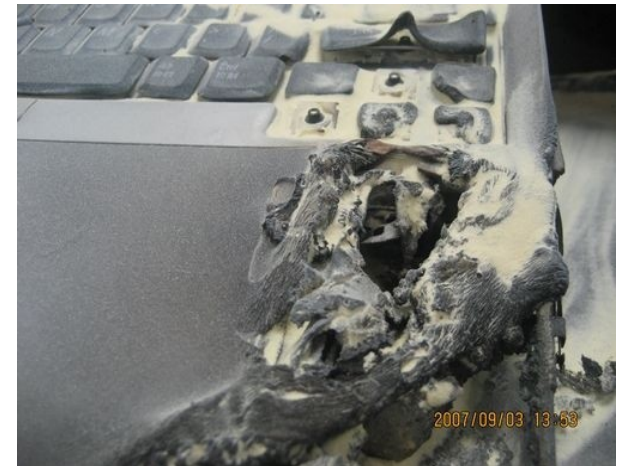
BLOGS IN CHINA

- In China, BBS are very popular because Chinese Internet users still preferring the relative anonymity of posting messages to BBS forums, rather than on individual blogs
- In a couple of days the problem of the Dell was everywhere on TV and in newspapers and the image of Dell in China suffered a lot
- After that, a website has been created “ I hate dell”



DELL AGAIN..

- Dell still has problems with its batteries in China.
- The pictures are from September 2007



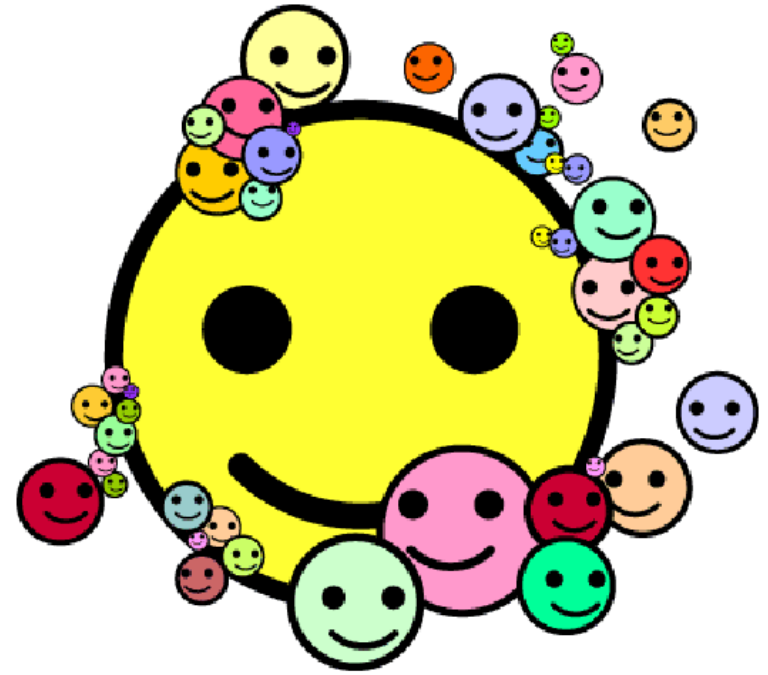
EXPERIENCE

- Valeo ranks among the world's top automotive suppliers and supplies all major vehicle manufacturers.
- What is the main problem when you are a supplier ?
 - ➔ You do what the OEM wants and have no contact to the end-customer
- In order to have a word to say, you have to collect information about customers.
- Once you have the information, you have to test it thanks to internet/intranet surveys.
- If the result of the test are good, you can go to the OEM and present them your result
 - ➔ Thanks to the information gathered on several blogs, the supplier have a word to say when they are dealing with OEMs

EXPERIENCE



- BUT....do not forget :
 - ➔ To test the ideas given on the blogs and not to use it like that (the opinion of a blogger is just an opinion, nothing more)
 - ➔ A blog is not representative of the society and OEM want sample that are representative of the society or of their customers
 - ➔ That blogs are anonymous, which means that you don't know who write it (male/female, old/young etc..)
 - ➔ For example, if you read something from Erika, 26 years, blond for Sweden....do not forget that Erika might look like that

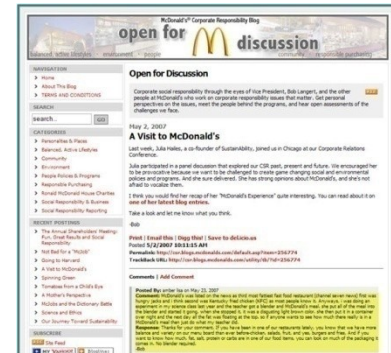


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COMPANIES THAT ARE CREATING AND WELCOMING BLOGS

149

- Higher adoption rates among smaller companies
- 58% of corporate blogs represent companies with less than 100 employees
- 40 Fortune 500 companies are blogging
- 89% of companies say they think blogs will be important in the next 5 years
- 70% of companies not blogging plan to start



“There is no fundamental difference between giving a keynote speech in Shanghai in front of 30,000 people and doing a blog read by several million people...” Jonathan Schwartz-COO Sun Microsystems

SIX TYPES OF CORPORATE BLOGS

CORPORATE (OR ORGANIZATIONAL) BLOGS

External blogs

- Sales blogs
- Relationship blogs
- Branding blogs

Internal blogs

- Knowledge blogs
- Collaboration blogs
- Culture blogs

- 61% use for PR and marketing
- 61% for thought leadership
- 35% use for regular partner and customer communication

- 63% say knowledge sharing is key advantage
- 23% use to share personal knowledge management
- 23% for event logging
- 20% for team management

55% of corporations have adopted both internal and external blogs

Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives



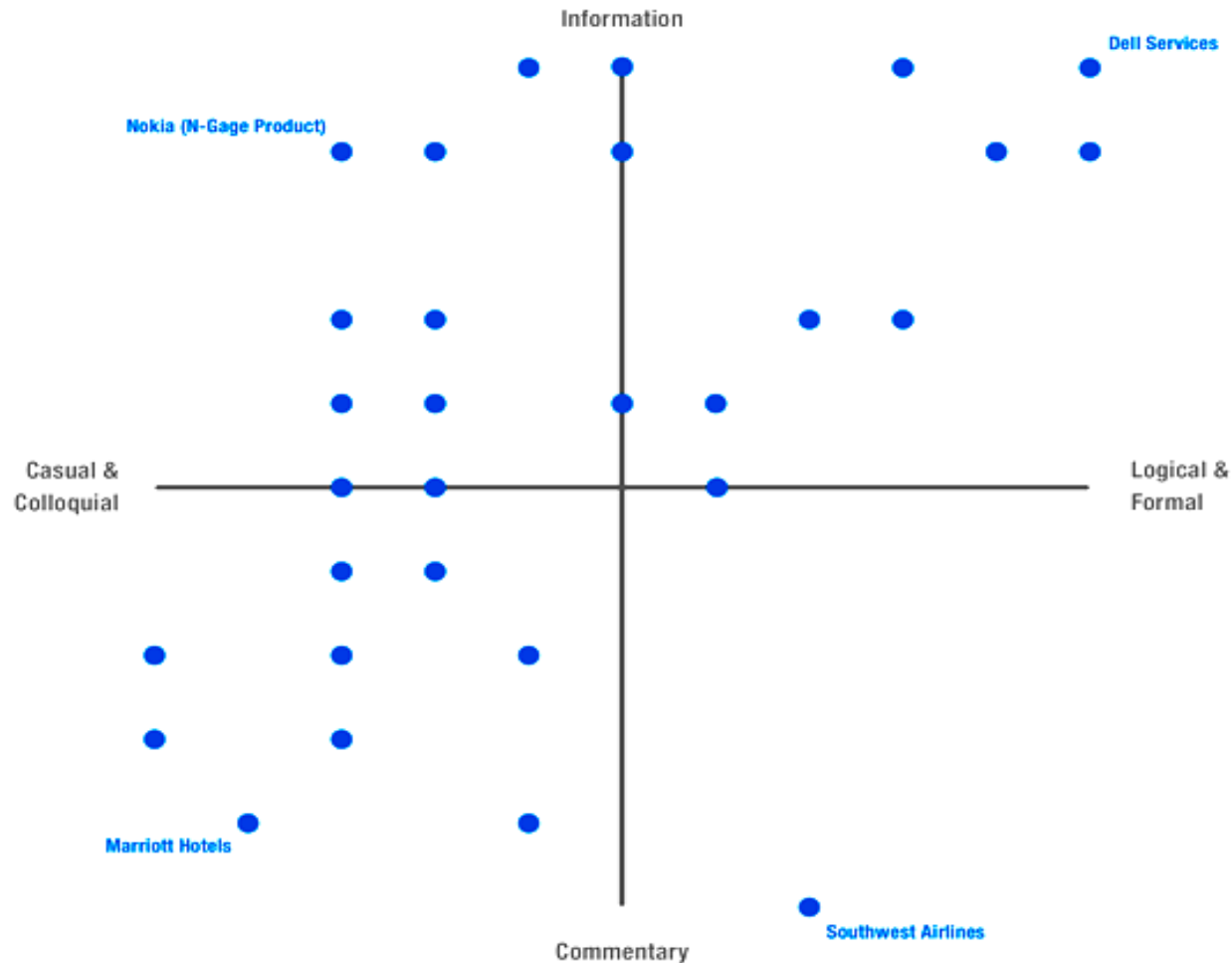
Priifysgol Cymru
Y Drindod Dewi Sant
University of Wales

<http://www.cymru.ac.uk/3557211>

<http://www.corporateblogging.info/basics/corporatebloggingprimer.pdf>

DECIDING ON A CORPORATE BLOG

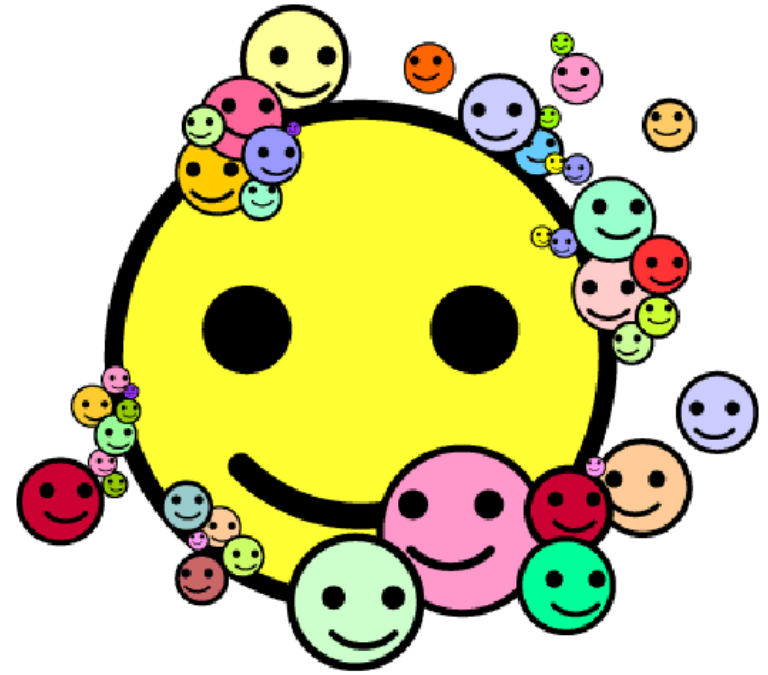
Bias Graph: Traits Of The Fortune 500 Blogs



Content Style: *Informative* vs. *Commentary*

Writing style: *Logical & Formal* vs. *Casual & Colloquial*

- ✓ What are blogs?
- ✓ Famous bloggers
- ✓ Managing blogs
- ✓ Blog business models
- ✓ Business blogs
- ✓ How businesses respond to customer blogs
- ✓ Businesses that create and welcome blogs
- ✓ **HR departments and blogs**
- ✓ Lessons for general managers



HR DEPARTMENTS AND BLOGS



- Recruiting
 - Potential new hires are setting up blogs as a form of networking and to let employers know of their credentials and career interests

- Cadbury-Schweppes

- New graduates were uninterested in applying because they were not sure of the company's purpose and position details
 - Assigned new hires to the task of creating a blog that described their day to day duties and work environment

- Some companies read personal blogs

- MySpace or facebook
 - Career interest or job search



mru
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Wales
Trinity Saint David

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Transforming Education; Transforming Lives

facebook

Flood, Sally. "Blogging Case Study: Cadbury-Schwepps." *Computing* 7 Sep. 2006:

pg. 29.

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WHY COMPANIES BLOG

- Less static than a webpage and easy to maintain
- It provides a voice for your company
- Customers can “get to know” your company and you can “get to know” your customer
- Use it to inform the public about your products, services, achievements, and innovations

For employees:

- Instant access to information
- Email messages can be too imposing or miss key people





THE DO'S & DON'TS



- Determine who is the best to compose your blog

According to 2,000 opinion leaders the most credible source is someone “*just like me*”, not your CEO

- Choose someone that writes well with a conversational, authentic, yet authoritative tone
- Know your audience
- Engage your audience, it should be a conversation
- Stay current
- Provide guidelines up front rather than later when you are unhappy with the employee's post

CORPORATE BLOGGING POLICIES

Most companies agreed these were the most important:

- The blogger is personally responsible
- Abide by the existing rules
- Keep secrets
- Be nice



50% of the companies agreed:

- Add value
- Respect copyright
- Follow the law
- Cite and link

AGREE
(same as "yes")

- Discuss your blog with your manager

HIRE A PROFESSIONAL BLOGGER

Professional bloggers

- know how to write for the web
- know how to engage the community
- know SEO (search engine optimization)

#1 Find a pro-blogger with a warm and pleasant tone

#2 Read the bloggers own blog to determine if the voice matches how you want your company to be represented



CONCLUSION

- One of the first thing you learn in marketing is that there are 4 mains points (product, price, distribution and the communication)
- But in most of the books or lectures you will have, when they speak about communication, the main tools are radio and television.
- But this is not true anymore, now Internet has changed everything, with YouTube and blogs...
- Nike for example is communicating a lot on internet, they have video of Ronaldinho and they don't need to communicate on TV.
- The word of mouth is so crazy that it's enough.
- They did the same with Lebron James, throwing the ball from one side of the field in the net.
- With this new tool they can reach their target (people between 15- 25) because its this category that is on internet

LEBRON JAMES VIDEO

- <http://www.TransnewidAddysghTrausnewidByddau>
Transforming Education; Transforming Lives

CONCLUSION

- Ronaldinho: video
- <http://www.youtube.com/watch?v=b52SKX2mcZY>
- The question is not is it true or not...the more you speak of something, the better it is...that's be basis of Marketing
- What are you doing if you have a joke or a video that is funny ?
→ you send it to your friends and your friends send it to their friends..
- And that cost nothing for the company but everybody talks about it. Instead of paying millions, they put something on Internet and in couple of weeks everybody will speak about it.
- It is not going to replace traditional ads on television, but they will touch their core target that's internet, you can touch your core target easily



? QUESTIONS ?

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-  **UNIVERSITY JOURNALS**

Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives

How businesses deal (or ignore) negative blogs from customers about their products and services

DELL IN CHINA

- A customer complained because he had paid a fortune for a dell computer and he had all kind of troubles with the hardware. Dell said if they sent someone to his home, the customer would have to pay for it and the guy wouldn't have the parts. The only thing he could do was send the machine and lose two weeks. **(June 21st 2005)**
- He send the computer and took the hard drive out at Dell's demand, and installed it in the computer of his son (who had exactly the same computer) and his son's laptop's body started recognizing no end of new and strange hardware. There is no consistency at all in the Dell product. The worst thing was that he bought the top-of-the-line, most expensive warranty that [warrants to send someone to my home to repair my machine. Except](#) that's a big fat Dell lie. The person they would send to my home would not have the parts (or, according to some of my commenters, the expertise, training, and intelligence) to repair that machine. Smells like fraud to me **(June 23rd 2005)**
- He got his Dell back but within a half hour, it's proving not to work. The heat, according to an ap my son found, is up to 154 degrees. The machine is overheating. The fan is on high. And the CPU is running at 100 percent. Dell sucks. Dell lies. **(June 24th 2005)**