## Doc Searls Weblog

doc.weblogs.com

Doc Searls has been blogging since November 1999. Searls is the senior editor of *Linux Journal*, a co-author of The Cluetrain Manifesto (www.cluetrain.com), and advisory-board member of several tech companies.

Searls originally intended the blog to be a companion of the book version of The Cluetrain Manifesto, but it quickly became more personal. Today, he sees the blog (shown in Figure 18-5) as an ongoing conversation, a place to bounce ideas off interested readers and refine his thinking. Searls blogs on all kinds of topics, from the weather to technology. His entries are typically short, link-filled, and personal. He frequently mentions his activities and family.



Figure 18-5: Keep tabs on all kinds of news and information on the Doc Searls Weblog.