

<p style="text-align: center;"><b>Way-in list</b>                      for some my favorite                      blog posts, category „knowledge management”, posted at  <a href="#">Social Media Today</a>                      (see links below)</p>							
Way-in ( * )	Blog post						
	1. Why do people contribute to social media?	2. Choosing Web Tools: Best-Fit Versus Good Enough:	3. Alternative to email	4. 12 types of value from an external, corporate blog	5. Is It Now Bottom Up?	6. Panopticons and social behavior	7. Internet Marketing: Transparency 101
1. A description an unfavourable situation	*		*			*	*
2. A success story		*				*	
3. A marketing oriented explanation				*			*
4. An expression of doubts about something	*				*	*	
5. A call to act for change			*	*	*		
6 A positive idea worth pursuing further	*	*	*	*			*

**Links to the blog posts:**

1. <http://socialmediatoday.com/SMC/50485>
2. <http://socialmediatoday.com/SMC/51162>
3. <http://socialmediatoday.com/SMC/50904>
4. <http://socialmediatoday.com/SMC/24462>
5. <http://socialmediatoday.com/SMC/38893>
6. <http://socialmediatoday.com/SMC/49420>
7. <http://socialmediatoday.com/SMC/39167>