

# Managing the Unavoidable

Building a brand in the Blogosphere

Jory Des Jardins

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jory

Search

Advanced Search  
Preferences

Web Results 1 - 10 of about 1,250,000 for j

[www jory org](#)

www [jory.org](#) is the home to the only tour of the Apple Icon Garden on the web! It is also the home of 'J is for Jory', a directory of anything named Jory, ...

[www.jory.org/](#) - 6k - [Cached](#) - [Similar pages](#) - [Note this](#)

[Pause](#)

[Jory's](#) thoughts while sitting still. ... "Hi L, this is [Jory Des Jardins](#). I have to be brief because it's my husband's birthday." This elicited a scoffing ...

[www.jorydesjardins.com/](#) - 81k - [Cached](#) - [Similar pages](#) - [Note this](#)

[Jory \(1972\)](#)

Directed by Jorge Fons. With John Marley, BJ Thomas, Robby Benson. Visit IMDb for Photos, Showtimes, Cast, Crew, Reviews, Plot Summary, Comments, ...

[us.imdb.com/title/tt0068773/](#) - 40k - [Cached](#) - [Similar pages](#) - [Note this](#)

[Victor Jory \(I\)](#)

Actor: *Gone with the Wind*. Victor [Jory](#) was the boxing and wrestling champion of the Coast Guard during... Visit IMDb for Photos, Filmography, Discussions, ...

[www.imdb.com/name/nm0430460/](#) - 57k - [Cached](#) - [Similar pages](#) - [Note this](#)

[Jory Vinikour, harpsichordist, conductor](#)

American harpsichordist. Biography, concert schedule, repertoire, discography, contact information.

[www.joryvinikour.com/](#) - 7k - [Cached](#) - [Similar pages](#) - [Note this](#)

[Jory Des Jardins's Blog | BlogHer](#)

Social Web. close. Delicious · Digg · Reddit · Technorati · Icerocket. > [Jory Des Jardins's](#) blog posts · RSS of [Jory Des Jardins's](#) blog posts ...

[www.blogher.com/blog/jory-des-jardins](#) - 45k - [Cached](#) - [Similar pages](#) - [Note this](#)

[Jory Des Jardins | BlogHer](#)

[Jory Des Jardins](#) is a media consultant, and co-founder of BlogHer. She writes on women's business issues, marketing, blogging, and entrepreneurship for ...

[www.blogher.com/member/jory-des-jardins](#) - 26k - [Cached](#) - [Similar pages](#) - [Note this](#)

[studio jory org | Home](#)

studio [jory.org](#) is a full-service audio production facility located in Fairfax, California. The studio is aimed at producing high quality sound for ...

[studio.jory.org/](#) - 14k - [Cached](#) - [Similar pages](#) - [Note this](#)

[jory squibb](#)

Fortunately, [Jory Squibb](#), who was content to look a bit like an eccentric Yankee, has no plans to mass produce the three-wheeler." ...

[www.moonbeamplans.com/](#) - 37k - [Cached](#) - [Similar pages](#) - [Note this](#)

[Jory's Apple Icon Garden Adventure](#)

[Jory's](#) Apple Icon Garden Adventure is the only tour of the Apple Icon Garden on the web! In fact, it is now the only tour anywhere, since Apple removed the ...

[icogarden.jory.org/](#) - 3k - [Cached](#) - [Similar pages](#) - [Note this](#)



# Blogs show first

Search results 2, 6, 7







chase visa

Search

Advanced Search Preferences

Web Results 21 - 30 of about 814,000 for **chase visa** (0.53 seconds)

**Chase Visa Cards**

[www.ChaseCreditCards.com](http://www.ChaseCreditCards.com) Low APR & No Annual Fees. Apply Now & Earn Rewards!

**Links - TheThingsWart.com: All Users: Tag: Chase Amazon.com**

Discover the wisdom of mankind on **Chase Amazon.com Business Visa** Card Review at ... Fetch new **Chase Amazon.com Business Visa** Card Review bits from the web ...

[www.thingswart.com/\\_all\\_users\\_tag\\_chase\\_amazon.com\\_business\\_visa\\_card?r=15415059](http://www.thingswart.com/_all_users_tag_chase_amazon.com_business_visa_card?r=15415059) - 9 hours ago - Similar pages - Note this

**Links - American Express SimplyCashSM Business Card Review Chase**

**Chase Amazon.com Business Visa** Card Review: **Chase Business Cash** Rewards Card Review, **Chase Business Rebate Visa** ... How To Apply For A Business Credit Card ...

[www.linksbits.com/bits/iewtopic/american\\_express\\_simplycashsm\\_business\\_card\\_review?r=15415061](http://www.linksbits.com/bits/iewtopic/american_express_simplycashsm_business_card_review?r=15415061) - 9 hours ago - Similar pages - Note this  
More results from [www.linksbits.com](http://www.linksbits.com) »

**International Biometric Group - IBG Case Study: Citibank, JPMorgan**

Independent Biometrics Expertise Home - About IBG - Contact IBG - About IBG > Case Studies > Citibank, JPMorgan **Chase Visa** ...

[www.biometricgroup.com/csi\\_visa\\_chase.html](http://www.biometricgroup.com/csi_visa_chase.html) - 9k - Cached - Similar pages - Note this

**CardTrak.com - Card Details: Chase +1SM Student Visa® Card**

**Chase +1SM Student Visa®** Card. Issued by JPMorganChase ... Earn 15 Karma Points just by getting approved for a **Chase** credit card. Earn more Karma Points ...

[www.cardtrak.com/cards/chase-1sm-student-visa-card\\_1250.html](http://www.cardtrak.com/cards/chase-1sm-student-visa-card_1250.html) - 11k - Cached - Similar pages - Note this

**Pause Chase Visa - Quit Harassing Me!**

I had a **Chase Visa** card years ago. Perhaps that was why it was so easy for someone to send in a credit card application that was sent to me and apply for ...

[www.jaydesjardins.com/pause/2005/12/chase\\_visa\\_quit.html](http://www.jaydesjardins.com/pause/2005/12/chase_visa_quit.html) - 49k - Cached - Similar pages - Note this

**JURIST: The Australian Federal Court on Friday local time upheld a decision [text] to**

restate the work **visa** of Dr. Mohammad Haneef [JURIST news archive], ...

[just.law.pitt.edu/paperchase/2007/12/australia-federal-court-upholds-haneef.php](http://just.law.pitt.edu/paperchase/2007/12/australia-federal-court-upholds-haneef.php) - 21k - Cached - Similar pages - Note this

**Chase TravelPlus Visa® Card**

**Chase TravelPlus Visa®** Card. Earn 2 miles per \$1 on travel purchases; Earn 1 mile per \$1 on all other purchases; Annual rewards fee of \$29 ...

<https://www.credit.com/credit-card/Chase-TravelPlus-Visa-Card.html> - 50k - Cached - Similar pages - Note this

**Chase Platinum Visa® Card Offer & Review**

The **Chase Platinum Visa** Credit Card is designed for financially savvy consumers with good credit who want a rewards card with a decent interest rate ...

[www.businesscreditcards.com/cards/chase-platinum-12](http://www.businesscreditcards.com/cards/chase-platinum-12) - 10k - Cached - Similar pages - Note this

**Chase Business Rebate Visa® Card Offer & Review**

The **Chase Business Rebate Visa** Card is designed for business owners with good credit who are looking to take advantage of the cash rebate program for their ...

[www.businesscreditcards.com/cards/chase-business-1158](http://www.businesscreditcards.com/cards/chase-business-1158) - 10k - Cached - Similar pages - Note this

**Sense of Soot: Not Feeling Holly Jolly Towards Chase Visa**

That's me ...hating you, **Chase Visa**. For years, we've been paying extra for ... Kiss us goodbye, **Chase Visa**, you low-rent, tone-deaf, kiljoy, peayune, ...

[senseofsoot.blogspot.com/2006/12/hot-feeling-holly-jolly-towards-chase.html](http://senseofsoot.blogspot.com/2006/12/hot-feeling-holly-jolly-towards-chase.html) - 53k - Cached - Similar pages - Note this

Sponsored Links

**Chase Credit Card Offers**

**Chase** Cards w/ 0% APR for 12 months  
No Annual Fee & Great Rewards!  
[ChaseCreditCardSearchEngine.com](http://ChaseCreditCardSearchEngine.com)

**Chase Platinum® Visa**

0% APR on balance transfers. No Balance Transfer Fee. No Annual Fee  
[www.ChaseCenter.com](http://www.ChaseCenter.com)

**Credit Card Relief**

Lower your large Debt now: 40-61%  
No credit check with our Service.  
[AmericanFinancialService.org](http://AmericanFinancialService.org)  
California

# Blog results last

## Search listing #25 after 2.5 yrs

Ads by Google
Turkey Fryers
Stuffed Turkey
Frying Turkey
Smoking Turkey

Recipes by Type

- Beef
Chicken
Egg
Cheese
Lamb
Pasta
Pork
Seafood
Turkey
Vegetables
Appetizer
Breakfast and Brunch
Bakery
Candy
Cookies
Condiment
Dessert
Drink
Jams and Jellies
Main Course
Salad
Salsa
Sauce
Sandwich
Side Dish
Soup and Stew
Vegetarian Recipes
Low Carb Recipes
Quick Recipes
Wheat-free Recipes
Mexican and Tex Mex Recipes
Tips and Tricks
Book Reviews
Index of all recipes on Simply Recipes

Great Bargains!
Simply Recipes Store

Measurement

Suzanne's Old Fashioned Pumpkin Pie | Recipe Home | Mom's Turkey Soup

Mom's Roast Turkey Recipe

Filed under Holiday, Low Carb, Main Course, Seasonal Favorites, Fall, Thanksgiving, Turkey, Wheat-free



Turkey ready to go in the o

Preparation time: About 5

- 1 turkey, approx. 15 lbs.
Juice of a lemon
Salt and pepper
Olive oil or melted butter
1/2 yellow onion, peeled
Tops and bottoms of a bunch of celery
2 carrots
Parsley
Sprigs of fresh rosemary, thyme

Need help figuring out how big a turkey to get? Butterball has a turkey calculator that helps you figure out just how much you need.

More Recipes

- Mom's Turkey Soup
Mom's Turkey Stuffing
Turkey Tacos with Cranberry Salsa
Turkey Stroganoff
Stuffed Zucchini with Turkey Sausage

BlogHer Ad Network

Google search results for 'turkey recipe'. The top result is 'Mom's Roast Turkey Recipe | Simply Recipes' which is highlighted with a red box. Other results include 'Turkey Recipe' from AOL and 'Savory Turkey Recipes' from Foster Farms.

Blogs can trump brands



More from BlogHer

Topics

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- Astrology & Horoscopes
- BlogHer Conferences
- BlogHer's Act
- Body Image
- Business, Career & Personal Finance
- Cars
- Entertainment & Books
- Fashion, Beauty & Shopping
- Feminism & Gender
- Food & Drink
- Green & Eco-conscious
- Health & Wellness
- Hobbies, Crafts & DIY
- Law
- Life
- Media & Journalism
- Mommy & Family
- Politics & News
- Race, Ethnicity & Culture
- Religion & Spirituality
- Research, Academia & Education
- Sex & Relationships
- Social change, Non-profits & NGOs
- Sports & Fitness
- Technology & Web
- Travel
- World
- Web site



\* Have you written a letter to your body?  
 \* Infertility bloggers are joining the Letter to My Body movement  
 \* Tarable wonders if her body is a little too picky

Special Offers

!LAT EARTH: Crispal  
 (ow can smack again,  
 by: Hoku

Share your plans for  
 being healthier in 2008

### Win A Kenneth Cole Reaction Boy's Outfit



kenneth cole kids

Search

Advanced Search  
Preferences

Web

Results 1 - 10 of about 467,000 for kenneth cole kids. (0.23 seconds)

[Kenneth Cole](#)

[www.KennethCole.com](http://www.KennethCole.com)

Congratulate

[Kenneth Cole Reaction Kids' Shoes](#)

About **Kenneth Cole Reaction Kids' Shoes**: view our selection of **Kenneth Cole Reaction Kids' Shoes**, **Kenneth Cole Reaction Kids' Clothing**.

[www.zappos.com/n/br/b/469.html](http://www.zappos.com/n/br/b/469.html) - 44k - [Cached](#) - [Similar pages](#) - [Note this](#)

[Kenneth Cole Reaction Kids' Shoes: Girls' Free Shipping Both](#)

**Kenneth Cole Reaction Kids' Shoes:** view our selection of **Kenneth Cole Reaction Kids' Shoes**, **Kenneth Cole Reaction Kids' Clothing**.

Policy; Take a look at our selection from **Kenneth Cole Reaction Kids' Shoes**.  
[www.zappos.com/n/es/d/722039861.html](http://www.zappos.com/n/es/d/722039861.html) - 44k - [Cached](#) - [Similar pages](#) - [Note this](#)

[Kenneth Cole Kids](#)

**Kenneth Cole Kids** Reaction on sale. Designer Line for Boys & Girls.

[www.twinkleteas.com/shop/shop/category.asp?catid=49](http://www.twinkleteas.com/shop/shop/category.asp?catid=49) - 45k - [Cached](#) - [Similar pages](#) - [Note this](#)

[Kenneth Cole Children Shoes - Comparison Prices](#)

**Kenneth Cole Children Shoes** - 17 results like the Kenneth Cole Reaction Kids' Shoes: **Kenneth Cole Reaction Kids' Shoes**, **Kenneth Cole Reaction Kids' Clothing**.

[www.nextag.com/kenneth-cole-children-shoes/search.html](http://www.nextag.com/kenneth-cole-children-shoes/search.html) - 113k - [Cached](#) - [Similar pages](#) - [Note this](#)

It's easy to follow the following:

[win a Kenneth Cole Reaction Boy's Outfit | BlogHer](#)

Although I don't have a little man, I have many friends with little men who I am always buying for. Love the new **Kenneth Cole kids** line! ...

[www.blogher.com/win-kenneth-cole-reaction-boys-outfit](http://www.blogher.com/win-kenneth-cole-reaction-boys-outfit) - 94k - [Cached](#) - [Similar pages](#) - [Note this](#)

Don't be afraid to be honest, a well-written critique is just as valuable as a compliment.

On or about November 14, 2007, a panel of judges composed of bloggers will judge all entries on the basis of creativity, originality and interest. Kenneth Cole Reaction boy's outfit and footwear. It's an opportunity to win a Kenneth Cole Reaction boy's outfit and footwear.

Contest runs from August 13, 2007 to October 17, 2007. Contest entry deadline are legal residents of the United States and 18 years of age or older. Please provide your e-mail address.

(Click [here](#) for complete contest rules.)



Looks cute!

By: Staci  
Posted: 29 weeks & 6 hours ago

It looks really cute to me, and I want to see more! Where can we go to see all that they have to offer?

# You can't get rid of us!

Sponsored Links

[K Cole Shoe Deal](#)

K Cole Shoes In All Styles & Colors  
Free Overnight Shipping. Low Prices  
[KennethCole shoedestination.com](#)

[Kids clothes at DrJays](#)

DrJays features clothes for boys and girls in our online store.  
[www.DrJays.com](http://www.DrJays.com)

[K Cole Shoe Sale](#)

K Cole Shoes In All Styles & Colors  
Free Overnight Shipping. Low Prices  
[KennethCole shoespint.com](#)

# The Review Myth

If I release my brand to the Blogosphere, all hell will break loose. One nasty thing said about my product and poof—I've committed brandicide.



# Consider aligning with positive themes in the Blogosphere

Editor by day...



# ASSERTAGIRL

Waitress by night...

Home

This site is best viewed with Firefox.

Get **Firefox** with **Google Toolbar**

Search

Pages

Me  
Archives  
FAQ  
Get the Feed!  
BlogHers ACT Canada

Photos

## Blogger Schwag

I sent away for the Dove Blogger stuff that was mentioned in one of the recent newsletters, and it arrived today. Note to Canadians: you'll be required to pay a \$22 cross-border tax upon delivery. Yes, UPS accepts VISA.



Inside the box was a Milano travel bag, lime green with fuchsia straps. It's a really good quality bag, and I'll probably take it with me to Chicago since the only toiletry travel bag I have looks like something your Uncle Arthur would take

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# Consider no-strings-attached experiences

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FC NOW MENU

- FC Now Home
- What is FC Now?
- Suggest a Topic
- FC Reads
- RSS Feeds
- FC Now

RECENT ENTRIES

- Innovation Wednesday: Oil Hits \$100 A Barrel. Now What?
- Fast Company's Best of 2007: Innovators, Books, and Trends
- Work/Life: The New Gift-Giving
- Social Responsibility: AD/Int Facebooking and Virtual Gifting
- Simply the Best: Mazda's the Man at KISSD
- Education: Goal-Oriented Gaming
- Entrepreneurship: Brinley's Sister Gets Pregnant
- Technology: The Skype Mobile Phone Will Blow Your Mind
- FC's Not with These Ads

FC NOW THE FAST COMPANY WEBLOG

July 31, 2006

Sky Ride

As one of the sponsors of *Blogger '06*, the conference I wrote about on Friday, GM embarked upon a little one-on-one marketing. Instead of forcing conference attendees to sit through some intolerable PR session about future vehicles from Saturn, the company offered conference goers the opportunity to learn about them first hand by handing over the keys to the rides. For instance, I chose to test drive a silvery two-seater convertible named Saturn SKY.

The introduction of this vehicle doesn't necessarily signal Saturn's foray into the luxury convertible market, in fact it's the automaker's affordable competitive sports car with a base price of \$23,690. I don't know about its affordability though, as it definitely felt more upscale and luxurious to me.

Both the interior and exterior of the roadster were breathtaking. Styled in the fashion of European sports vehicles, the SKY features a soft convertible top that folds neatly into the rear compartment and a smooth leather interior with low-to-the-ground cockpit seats. While the steering wheel felt like butter that could melt in my hand, the ground felt off the ground.

Unfortunately I can not attest to the

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» Blogger '06 - Identity and Obligation and Other Shout Outs "Updated" | Main | To Build Your Brand Try Listening »

## Why I Might Buy A Saturn

Because GM let me give it another chance. GM didn't know that I've been forming a rant about why I am mad at them for screwing up Saturn. Why, other than my first Saturn, (I've had two) my experiences with GM cars have been pretty universally sucky and my experience with other car makers cars have not.

My first car was a 1969 Pontiac Firebird. Quite the sexy little muscle car. It went really fast and I looked cute driving it and boys wanted to race me. Problem was it kept falling apart. It was a great car for someone who liked to mess around with engines and do their own repairs. Me - I would go for months without being able to drive because the dam thing kept breaking.

The first car I bought on my own was a Geo (Chevy) Spectrum. What an awful, awful car. And the dealer experience was the worst kind of double-crossing, lie to you, take advantage of the young single woman experience I've ever had.

I learned about Saturns when I wrote a paper on the company for a labor-management relations class I took in college. I fell in love with the idea and the execution - taking the best bits from car makers around the world, getting out of the hidebound Detroit mentality both in practice and in geography, empowering the workers to stop the line when they thought necessary and, best of all, no haggle pricing. My first Saturn was amazing. The quality was fantastic, it held its value for resale and we early-adopter Saturn owners did the knowing-nod thing whenever we passed on the road. I always called it my hip suburban soccer mom car even though I was a decidedly urban singleton. The styling was just so quirky-ugly that it's cool looking that it stood out while the car retained its roominess and functionality.

But then the styling didn't change. And the quality declined. And they stopped building them on the special Saturn line and became just another GM car. The L-series drove nice enough when I considered buying a third Saturn but it got solid black circles in Consumer Reports.

Kiss of death

Stephanie Hendrick  
The Queen of My Party Wig

Subscribe to Stephanie Hendrick's Blog

RECENT

Herman Scott Cannot Be B...

RECENT

Patricia Robinson Ann... We're Expecting B...

CATEGOR...

Advertisements in Brands Clients Conferences Consumers' Choice Event and Group Fan Sponsorship Market Research New Product Development Strategic Data Site Culture Project Placement Projects Retail Services Small Business Social Media Strategy Telephony Travel Web/Local Weblogs Women

# Just remember ...

- **Avoidance is not a strategy**
- **When in doubt, ENGAGE!**
- **If touchy feely just isn't in your DNA,  
play defense**

**Jory Des Jardins**  
**Co-Founder, President**  
**Strategic Alliances**  
**BlogHer, Inc.**  
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