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EDINBURGH MAN A PART OF WORLDWIDE BLOG COLLABORATION

David Petherick from Edinburgh is one of 237 marketing bloggers from 16 nations authoring a book to benefit international children's charity

EDINBURGH, UNITED KINGDOM, October 28, 2008 -- A local man is part of a unique collaboration via the internet, involving 237 marketing professionals who blog from 29 states throughout the U.S.A and from 14 other nations from Australia to the Ukraine. David Petherick, from Edinburgh joined online with other bloggers to write The Age of Conversation 2, a book that is being published tomorrow, 29th October. All proceeds from sales of the book, available in hardcover and softcover editions, as well as a downloadable e-book, will be donated to Variety, the international children's charity.

David Petherick is a writer and online visibility expert born in, and working in Edinburgh. He/she writes a blog called Digital Biographer at <http://digitalbiographer.com> and also is UK editor for The Amsterdam-based Next Web Blog at <http://thenextweb.org>

The book has an unusual story behind it, involving online connections between people around the world who have never met each other.

Drew McLellan, who heads an advertising agency in Des Moines, Iowa writes a blog online. Drew's Marketing Minute (<http://www.drewsmarketingminute.com>) is among the 25 most-read marketing blogs, and a regular reader is Gavin Heaton, who works for global software giant SAP in Sydney, Australia. Heaton writes a blog called Servant of Chaos (<http://www.servantofchaos.com>)

Nearly two years ago through a chance online conversation, McLellan and Heaton decided to invite fellow bloggers to participate in writing a book about conversation and how it impacts those in marketing, in business and in life in general. "Blogging, after all, is about conversation," McLellan said.

More than 100 bloggers from the U.S. and eight countries responded by contributing essays on conversation. The book, published in the summer of 2007, earned \$15,000, all of which was donated to the international childrens charity Variety.

“Gavin and I were overwhelmed with the response,” said McLellan “Almost as soon as the first book was published, we heard from bloggers asking when the next book would be published so they could contribute essays.”

David Petherick contributed an essay entitled **You're a facilitator, not a creative**, which describes the new skills needed to create credible and intelligent material for an online audience in the age of Blogs, Facebook, YouTube, and user-generated web content.

“Blogging and micro-blogging has become a new way for professionals to share and discuss ideas,” David Petherick said. “Collaborating on a book about conversation is a perfect way to share among ourselves and among others who don’t read blogs. And we have the added incentive of helping a charity that does important work around the world. I am excited and very privileged to be a part of this project.”

The Age of Conversation 2 will be available as a downloadable e-book beginning October 29, at a cost of \$12.50 (£5.79), of which \$10 will be contributed to Variety. Beginning on the same date, orders will be taken for a limited number of printed books in hardcover (\$29.95, with \$6.04 to charity) and softcover (\$19.95, with \$8.02 donated to charity).

Purchases can be made online at <http://stores.lulu.com/ageofconversation>.
More information can be seen online at www.ageofconversation.com
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