NEW BLOOMBERG BNA LEGAL & BUSINESS BLOGS

by Anna Irvin, Giordano Halleran & Ciesla,

As blogs become increasingly one of the most effective current awareness and networking tools for legal professionals, the legal publishing industry is rushing to benefit from the new "forum culture." Recently, Bloomberg BNA launched three new legal & business blogs: Health Care, Intellectual Property, and Social Media Law. This is in addition to already existing Labor & Employment, E-Commerce & Tech Law, and Pension & Benefits blogs that were launched at the end of last year. What makes these blogs unique is that main contributors to the blogs are editors of BNA publications.

The Health Care Blog
(http://www.bna.com/health-care-blog/) comments on a broad variety of topics, including health care policy and legislation, medical device regulation, FDA user fees, hospital payments, accountable care organizations and hospital value-based purchasing, regulation under the Patient Protection and Affordable Care Act, Medicare- and Medicaid-related fraud, and health information technology, specifically the ICD-10 coding initiative. Contributors to the blog write for such BNA publications as *Health Care Fraud Report, Medicare Report, Health Insurance Report, and Medical Devices Law & Industry Report.*

The Intellectual Property Blog
(http://www.bna.com/ip-blog/) contributors include editors with BNA IP publications such as *Patent, Trademark & Copyright Journal* and *U.S. Patents Quarterly*. The blog offers commentary on all aspects of intellectual property law, including patents, copyrights, trademarks, trade

secrets issues, internet privacy, cybercrime, and online trademark and copyright infringement. Legal editor and contributor to the blog Anandashankar Mazumdar is the host of Bloomberg BNA's intellectual property law podcast "Do You Copy?". It should be noted that the blog offers links to selected BNA IP articles, which are accessible to both subscribers and non-subscribers.

The Social Media Law Blog
(http://www.bna.com/social-media-law-blog/) offers commentary on this evolving topic, including the legal implications of social media, privacy, and data security law. The most recent posts discuss laws protecting social media accounts, accuracy of social media data, FBI warnings on social networking risks, and issues with social media posts by attorneys. Contributors to the blog include editors with BNA's *Social Media Law & Policy Report* and *Privacy & Security Law Report.*

Anyone without a Bloomberg BNA subscription can benefit from these blogs and post a comment. However, for deeper research and further reading, you may need to become a subscriber. Bloomberg BNA blogs are fine examples of a legal publisher's marketing tool, which gathers information about potential subscribers and creates interest in the publisher's publications. These blogs are also a good current awareness tool for law librarians who are in charge of monitoring legal developments for their firms' practice or industry groups.

FROM THE CO-EDITOR
by Donna M. Fisher, Senniger Powers LLP, St. Louis, MO

Thank you for giving me the opportunity to contribute to PLL by being an editor of *Perspectives.* I've enjoyed it immensely. My favorite aspect was assembling the "What Are You Reading?" lists. Our members always came up with the most fascinating titles and I always found several that I couldn't wait to add to my own reading list.

As *Perspectives* ends, I particularly want to thank Randy Thompson, who called me out of the blue one day about six years ago and asked me to be an editor. The fact that he had confidence in me, at the time a fairly new

librarian, gave me the courage to tackle this assignment. Randy is so great to work with. He is very generous with his time and ideas, patient, modest, and a terrific writer. Thank you, Randy! Thanks also to Sarah Mauldin, who somehow magically transformed our articles into an attractive and organized layout. And no one can top Sarah for enthusiasm! Lastly, thank you, PLL members, for your readership. Working on *Perspectives* has been my pleasure and privilege.