

For Immediate Release

## **MENG Survey Reveals the Top 20 Marketing Blogs That Marketing Executives Are Actually Reading**

*Seth Godin's Blog and Mashable Top the List, With Godin's Blog Also Named "Favorite," "Most Valuable," and "Most Enjoyable to Read"*

**Old Saybrook, CT – January 11, 2010** - Though there were a number of “Best of Blogs” lists offered by a variety of blogging connoisseurs to close out 2009, the [Marketing Executives Networking Group \(MENG\)](#) chose to survey their nearly 2,000 executive marketing members to determine which marketing blogs, written by non-MENG members for objectivity, were *actually being read* by marketing executives.

[Seth Godin's blog](#), well-known and respected in the executive marketing community, was the most-read blog capturing 59% of the member responses. It also garnered 34% of the vote for “favorite marketing blog,” 24% of the vote for “most valuable marketing content,” and 35% of the vote for “most enjoyable marketing blog to read,” leading all three categories.

With 38% of MENG members reading [Mashable](#), it ranks as the second most-popular marketing blog, followed with a tie for third place by blogs penned by [Chris Brogan](#) (30%) and Guy Kawasaki (“[How to Change the World](#)”) (30%), and a tie for fifth place by [Tom Peters](#) (20%) and John Jantsch ([Duct Tape Marketing](#)) (20%).

Each of these aforementioned blogs, along with the following 10 top blogs, received votes in all three of the coveted categories: “favorite marketing blog,” “most valuable marketing content,” *and* “most enjoyable marketing blog to read.” They include:

- David Armano's [Logic + Emotion](#)
- Mack Collier's [The Viral Garden](#)
- Steve Hall's [AdRANTs](#)
- Joseph Jaffe's [Jaffe Juice](#)
- John Moore's [Brand Autopsy](#)
- Jeremiah Owyang's [Web Strategy](#)
- Shelly Palmer's [MediaBytes](#)
- David Meerman Scott's [Web Ink Now](#)
- Brian Solis's [PR 2.0](#)
- Denise Lee Yohn's [Brand as Business Bites](#)

**Other Top 20 marketing-focused blogs being read by MENG members, but not listed above include:**

- Andy Beal's [Marketing Pilgrim](#)
- Valeria Maltoni's [Conversation Agent](#)
- Ben McConnell & Jackie Huba's [Church of the Customer](#)
- Avinash Kaushik's [Occam's Razor](#)

MENG plans to repeat this study periodically and add marketing blogs that members deem particularly insightful and valuable to them as executives.

**About MENG:**

The Marketing Executives Networking Group (MENG) is the premiere international community of executive-level marketers who share their passion and expertise to ensure each member's success. This not-for-profit organization of nearly 2,000 members fosters career and personal success across virtually all industries and marketing specialties by providing networking opportunities and the ability to share knowledge and best practices. Members must have reached at least the VP level in their organization. Eighty four percent of members have Fortune 500 experience and 70% have earned graduate degrees, the majority of which are from top-20 business schools. To learn more about MENG, post executive level marketing positions, or to access MENG's database of marketing executives, speakers and consultants, visit [www.MENGOonline.com](http://www.MENGOonline.com). MENG can also be found on Twitter at [www.Twitter.com/MENGOonline](http://www.Twitter.com/MENGOonline).

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