France Vichy Cosmetics is an interactive case which shows the bad usage of a new, innovative technology and how it has severe implications for the company’s image. Different examples and interactive exercises help the students to understand the functionalities of a blog and the blogosphere.

The case purposes are the following:

- To analyse how a blog is working
- To analyse the blogosphere
- To identify the future challenges of corporate blogging
This case analyses the situation when Vichy decided to use a blog as a marketing tool, promoting a cosmetic product. This example shows also some theoretical concepts, how blogs work and the philosophy of their usage.