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Cornerstone Launches Blog

Cornerstone, a Baltimore-based marketing communications firm, has opened up a new channel of communications by launching an agency blog. The blog, which can be found at <http://cornerstonetm.blogspot.com>, is the online version of **perspeCtives**, which was created to spark conversation and inspire ideas by providing thought-provoking information. In addition to being posted online, **perspeCtives** is regularly mailed to clients and friends of the agency.

"We created the blog as an online forum for **perspeCtives**, so that additional information and opinions may easily be shared," said Greg DesRoches, president. "All of us at Cornerstone are constantly inspired by what we read, hear and see. We want to share our thoughts and ideas with others – as well as provide a means for others to share their thoughts and ideas with us."