
FORM 6-K

SECURITIES AND EXCHANGE COMMISSION Washington D.C. 20549

REPORT OF FOREIGN ISSUER PURSUANT TO RULE 13a-16 OR 15d-16 OF THE SECURITIES EXCHANGE ACT OF 1934

For the month of March 2008

Commission File Number: 000-51469

BAIDU.COM, INC.

12/F, Ideal International Plaza
No. 58 West-North 4th Ring
Beijing 100080, People's Republic of China
(Address of principal executive offices)

Indicate by check mark whether the registrant files or will file annual reports under cover Form 20-F or Form 40-F.

Form 20-F Form 40-F

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1):

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7):

Indicate by check mark whether by furnishing the information contained in this Form, the registrant is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes No

If "Yes" is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b):

82- N/A

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SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

BAIDU.COM, INC.

By: /s/ Robin Yanhong Li

Name: Robin Yanhong Li

Title: Chief Executive Officer

Date: March 21, 2008

Baidu Appoints Jennifer Li as Chief Financial Officer

BEIJING, March 21, 2008 — Baidu.com, Inc. (NASDAQ: BIDU), the leading Chinese language Internet search provider, today announced the appointment of Jennifer Li as chief financial officer, effective March 31, 2008.

“We are thrilled to welcome Jennifer Li to our senior management team at Baidu,” said Robin Li, Baidu’s chairman and chief executive officer. “Jennifer is an experienced financial leader who brings over 13 years of treasury, corporate finance and financial analysis experience. She has worked in the manufacturing and financial service industries and has a proven track record of leading finance functions. We look forward to drawing upon Jennifer’s vast strategic and financial expertise as we continue to lead China’s growing Internet search market.”

Jennifer Li joins Baidu from GMAC, where she served as Controller of GMAC’s North American Operations. In that role, she led a staff of 200 in the US and Canada and was primarily responsible for financial accounting and reporting, business planning and forecasting, performance analysis and strategic development. Prior to that, Li was chief financial officer of General Motors China where she was responsible for overseeing finance functions of GM’s wholly owned and joint venture businesses. Over the years Li has held several other finance positions at General Motors in China, Singapore, the United States and Canada.

Li holds a Master of Business Administration from the University of British Columbia in Vancouver, B.C., Canada and a Bachelor of Arts from Tsinghua University in Beijing, China.

About Baidu

Baidu.com, Inc. is the leading Chinese language Internet search provider. As a technology-based media company, Baidu aims to provide the best way for people to find information. In addition to serving individual Internet search users, Baidu provides an effective platform for businesses to reach potential customers. Baidu’s ADSs, each of which represents one Class A ordinary share, are currently trading on the NASDAQ Global Select Market under the symbol “BIDU.”

Safe Harbor Statement

This announcement contains forward-looking statements. These statements are made under the “safe harbor” provisions of the U.S. Private Securities Litigation Reform Act of 1995. These forward-looking statements can be identified by terminology such as “will,” “expects,” “anticipates,” “future,” “intends,” “plans,” “believes,” “estimates,” “confident” and similar statements. Among other things, quotations from management in this announcement contain forward-looking statements. Statements that are not historical facts, including statements about Baidu’s beliefs and expectations, are forward-looking statements. Forward-looking statements involve inherent risks and uncertainties that could cause actual results to differ

materially from those contained in any forward- looking statements. Further information regarding these and other risks is included in our annual report on Form 20-F and other documents filed with the Securities and Exchange Commission. All information provided in this press release is as of March 21, 2008, and Baidu undertakes no duty to update such information, except as required under applicable law.

Contacts

For investor inquiries please contact:

Linda Sun
Baidu.com, Inc.
Tel: +86-10-8262-1188
Email: sunyao@baidu.com

For investor and media inquiries please contact:

In China:
Helen Plummer
Ogilvy Public Relations Worldwide (Beijing)
Tel: +86-10-8520-3090
Email: helen.plummer@ogilvy.com

In the US:

Thomas Smith
Ogilvy Public Relations Worldwide (New York)
Tel: +1-212-880-5269
Email: thomas.smith@ogilvypr.com