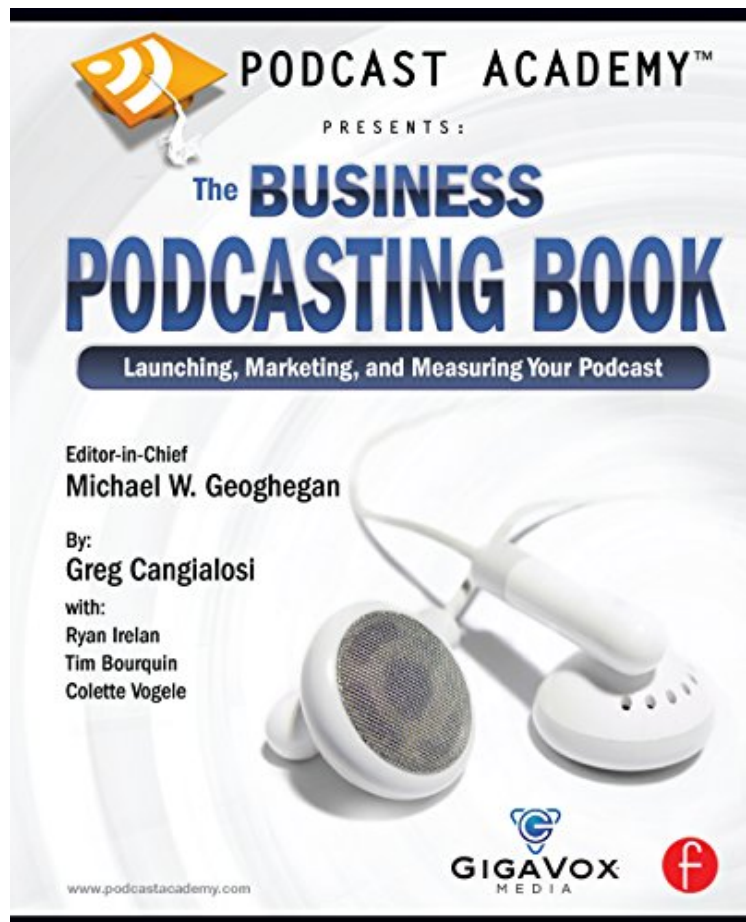


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Podcast Academy: The Business Podcasting Book: Launching, Marketing, and Measuring Your Podcast

Michael W. Geoghegan, Greg Cangialosi, Ryan Irelan, Tim Bourquin, Colette Vogele
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4 of 4 people found the following review helpful. A must-read if you plan to take your business to the next level
By Susanna Hutcheson
I recently started a podcast, The Susanna Hutcheson Power Marketing Show. Since I'm starting to write scripts and produce podcasts for other businesses, I felt I needed this information. I had read quite a bit and done my background before starting my own podcast. I had one or two episodes under my belt when I began reading this book. While I had already done about half of what the book proposed, it offered up some brilliant ideas and I was most pleased. I'm sure it will be profitable to me going forward. The book is well written and covers just about everything. I would have given it 5 stars except that a couple of the links are dead. One I especially wanted, a Word doc, was a 404.

The book is not old enough to be that out-dated. I recommend this book as a must-read to any person who wants to grow their business and do things the right way. It will help you to avoid mistakes and it should help you to make a profit and increase your sales. - Susanna K. Hutcherson
4 of 4 people found the following review helpful. Great book for the "Business of Podcasting" By Martin Brossman
Great book for the "Business of Podcasting"! I like the clear layout with tips and reviews at the end of each chapter. I would also recommend the Podcasting For Dummies and Podcast Solutions if you want core books and are just starting with the plan of a business podcast show. The one thing they left out mentioning is WaveLab Essential 6 with build in Podcasting for about \$99.00 on . I use it for all my audio production including my podcast and love it!
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Great Read

Exclusive Podcast Academy training now available in a book! Podcast Academy, the leader in audio/video podcast and new media education, brings you their first book, Podcast Academy: The Business Podcasting Book, based on their seminars. Written by industry experts, this book brings you practical experience that you can apply to your own business. It covers planning, content creation, legal considerations, branding, marketing, advertising, monetization, and much more. The authors and contributors have been behind many of the earliest corporate podcasts and share their knowledge, success, and real-world experience with you. Podcasting is changing the way organizations are communicating with their customers, prospects and the media. It is an essential new medium for any company looking to extend their communications outreach, and expand their brand awareness. This applies for companies, organizations, charities, schools and groups that range in size from small to Fortune 500 enterprises. If you are thinking about podcasting as a medium for your organization, The Business Podcasting Book will give you a solid understanding of how to create your own company's voice, measure your efforts and maximize your opportunity. Implement your podcasting strategy now!

"This is the book I wish we'd had before our first podcasting initiative; it would have saved me countless headaches and missteps. Now that it's here, I'm referring to it constantly as we get our next one off the ground." Eric Schumacher-Rasmussen, Editor, StreamingMedia.com
"I highly recommend this to podcast producers, marketing, business professionals or someone with a interest in how the business of podcasting works. I have several books on podcasting. Most if not all are collecting dust on my shelf. In the first week of having this book it became the most worn, highlighted, and read book on this topic to the point it is on my desk as a direct reference to projects I am working on right now and I don't see it moving any time soon." -Brian Edie, Calgary Social and New Media Meetup Group
About the Author
Michael W. Geoghegan is co-founder and CEO of GigaVox Media and Podcast Academy. His podcasting endeavors include Disneyland, Reel s: Films Worth Watching, Grape Radio, and PrivaCast, an enterprise-level solution for secure RSS currently used by Duke University. Michael is also co-author of "Podcast Solutions: The Complete Guide to Podcasting", speaks frequently on podcasting's impact on new media and its corporate applications, and is often quoted by the media including in The New York Times, USA Today, CNN and Wired Magazine.
Greg Cangialosi is President and CEO of Blue Sky Factory, Inc., an organization behind some of today's most successful email marketing initiatives from leading Fortune 500 companies to performing artists such as Justin Timberlake. He is a seasoned lecturer on the topic of email and podcasting, and has been involved in online communication projects for today's most recognized brands including The PGA Tour, Under Armour, Improv Comedy Clubs, The McGraw-Hill Companies and TIG Global. Cangialosi pioneered corporate podcasting initiatives for companies including Verizon Wireless, GM/ Pontiac, Disney, Dow Chemical and Ortho-McNeil and is an active blogger for (www.thetrendjunkie.com) since 2003 and produces the weekly podcast ROI Radio (www.roiradio.com).
Ryan Irelan is a podcaster, Web developer, and writer who launched his first podcast, an indie music show, in December 2004. He created, maintains and writes for Podcast Free America (www.podcastfreeamerica.com), a website dedicated to providing authoritative information on podcasting for people of all technical levels. Ryan also publishes a short podcast of the same name that offers actionable podcast advice for the beginner. He has helped individuals and businesses with their podcasting concerns through consulting and speaking.
Tim Bourquin is Founder and CEO of TNC New Media, Inc., an online media company that has developed, launched and grown several advertising-supported podcasting sites and the Founder of the Podcast and New Media Expo (NewMediaExpo.com), an annual conference and tradeshow for digital content creators. Tim's expertise in building communities and creating audio content for community websites has allowed TNC New Media to develop niche content that is attractive to both the listener and advertisers wanting to reach a highly-targeted audience.
Colette Vogeles practices intellectual property law specializing in technology, new media, and the arts. She heads Vogeles Associates (www.vogelelaw.com) where she represents numerous bloggers, podcasters, and businesses building Web 2.0 social networks and interactive communities. Vogeles speaks and writes regularly on issues related to intellectual property and the internet and she co-authored the Podcasting Legal Guide (2006) with Creative Commons and Harvard's Berkman Center for Internet Society. In January 2007, Vogeles launched Rules for the Revolution, an audio podcast offering commentary on the

legal questions faced by podcasters, video-bloggers and others engaged in new media innovations.