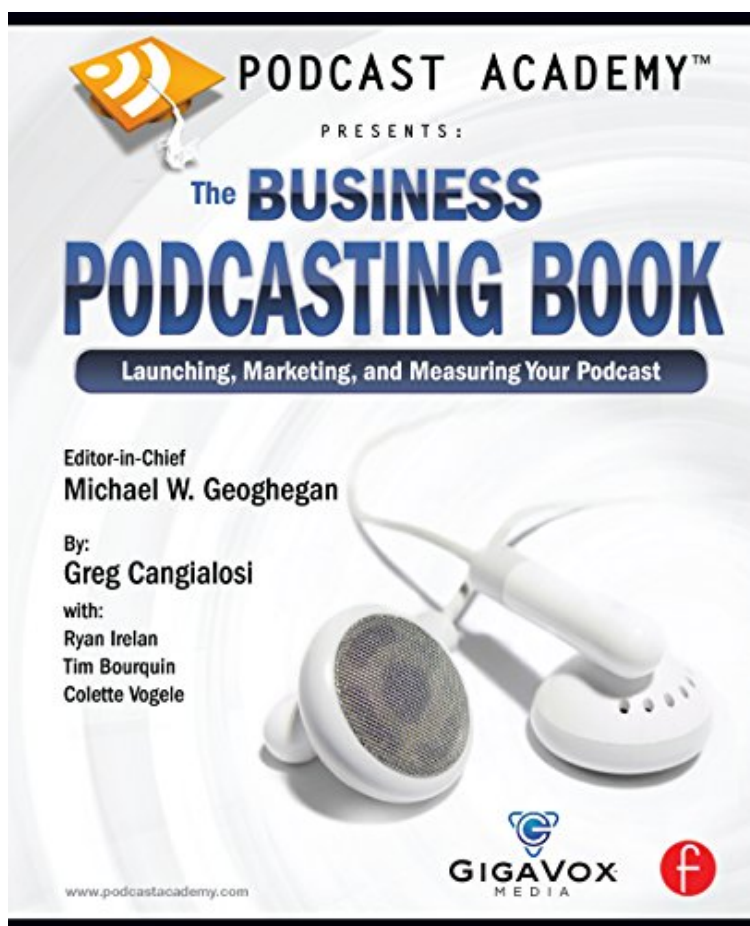


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Podcast Academy: The Business Podcasting Book: Launching, Marketing, and Measuring Your Podcast



Par Michael W. Geoghegan, Greg Cangialosi, Ryan Irelan, Tim Bourquin, Colette Vogele

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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!

Revue de presse "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

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