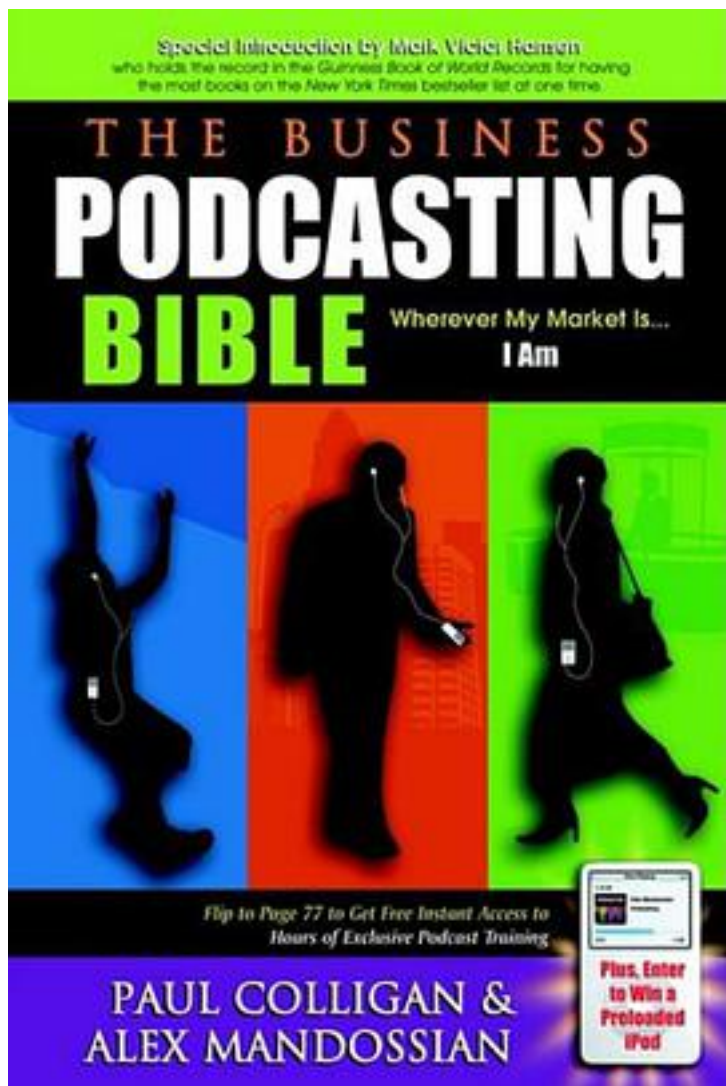# The Business Podcasting Bible

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Like the Web and email, podcasting ? technology for distributing audio and video on the Internet ? represents a paradigm shift in how businesses communicate with prospects and customers. Although substantial media coverage has stimulated corporate interest in podcasting, its newness and apparent complexity have made businesses wary of entering the fray. The Business Podcasting Bible is designed to ease this process, particularly for marketers looking to increase sales and deepen their relationships with customers. Each chapter uses case studies to cover a different aspect of podcasting. Topics range from podcast metrics to premium and sponsored podcast models to such nuts-and-bolts concerns as how to syndicate a podcast and what kind of equipment is necessary for setup. The book includes informative sidebars, statistics, easy-to-read charts and graphs based on the authors? proprietary research, along with a glossary, resource appendix, and links to Web resources.

作者介绍:

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