



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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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!

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