

1. Record Nr.	UNINA9910811460703321
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Titolo	Get seen [[electronic resource]] : online video secrets to building your business // Steve Garfield
Pubbl/distr/stampa	Hoboken, NJ, : John Wiley & Sons, 2010
ISBN	0-470-60642-8 1-282-48302-1 9786612483028 0-470-60639-8
Descrizione fisica	1 online resource (350 p.)
Collana	New Rules Social Media Series
Disciplina	658.800284 659.2028567876
Soggetti	Blogs Digital video Webcasting Internet videos Online social networks - Economic aspects
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Get Seen: Online Video Secrets to Building Your Business; Contents; Foreword; Introduction; Creating; Sharing; Interviews; Acknowledgments; About the Author; Index
Sommario/riassunto	The era of online video has arrived-now make it work for your business In the last year, the world of online video exploded. Hollywood got into the game, professional actors and writers joined in, and independent producers looked to find their niche. Now, companies are wide awake to the opportunities for product and brand promotion as well as customer engagement. So how do you want to fit into the new online video universe? The must-have guide, Get Seen by Steve Garfield, the ""Paul Revere of video blogging,"" offers a quick and complete toolkit to get you up to speed on the