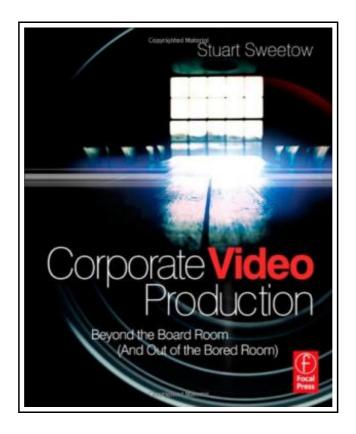
Corporate Video Production: Beyond the Board Room (And OUT of the Bored Room)



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Reviews

An incredibly amazing book with perfect and lucid information. I was able to comprehended everything using this written e ebook. I realized this book from my dad and i advised this ebook to understand.

(Hank Ruecker DDS)

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Focal Press, 2011. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: "[A] terrific guidebook for filmmakers and videographers who have honed their shooting, editing, and business chops in other areas of professional production and who want to make inroads into the corporate world. [v]ital information for any producer who develops relationships with corporations that are just beginning their forays into video-based communications and online delivery."--EventDV.net "This guide to corporate video production provides practical instruction for creating cutting-edge, technically interesting and creative films for business purposes. Moving far beyond the "industrials" and safety videos of previous eras, this volume examines the ways in which falling production costs, aided by access to powerful hardware and software and new outlets such as video streaming and YouTube, have greatly improved the quality of corporate video. The work covers all aspects of production from video project proposals and budgeting, to locations, scripting, managing talent, editing, marketing and social media and distribution."--Reference and Research Book News.

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