



The Independent Video Producer: Establishing a Profitable Video Business

Bob Jacobs

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The Independent Video Producer details the process of forming an independent business and provides specific information about the considerations that must be kept in mind when setting up shop in the video world. It examines the basic business, management, and communication skills you will need to become an independent video producer, and focuses on all types of productions, from small one-man-band operations all the way through local, regional and national corporate clients, television clients, television commercials and national made-for-television movies.

Taking into account the revolution in technology and in markets for video projects, this book includes the latest information on post-production planning and management, small business management, and marketing. New case studies examining the enormous area of possibilities for the marketing of video cassettes--from medium market commercial television, to promotional and educational video--help bring this edition completely up to date

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