



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

Stuart Sweetow

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In this updated edition of *Corporate Video Production*, Stuart Sweetow teaches aspiring and seasoned videographers how to make imaginative corporate videos with eye-catching designs, rhythmic editing tricks, and essential scriptwriting and interview techniques. Readers will learn how to shoot on location or in a studio, work with employees-turned-actors, find new clients, and produce online videos and podcasts for corporations, government agencies, and non-profit organizations. Additionally, this new edition has been updated to include discussion questions, chapter summaries, and professional tips, and to cover live webcasting, mobile devices, shooting in 4K, micro-videos, micro-cameras, and storytelling techniques for corporate social responsibility programs. A companion website features downloadable forms and further resources.



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