



## Entrepreneurial Journalism: How to Go it Alone and Launch Your Dream Digital Project (Paperback)

By Paul Marsden

Taylor Francis Ltd, United Kingdom, 2017. Paperback. Condition: New. Language: English . Brand New Book. Entrepreneurial Journalism explains how, in the age of online journalism, digital-savvy media practitioners are building their careers by using low-cost digital technologies to create unique news platforms and cultivate diverse readerships. The book also offers a range of techniques and tips that will help readers achieve the same. Its opening chapters introduce a conceptual understanding of the business behind entrepreneurial journalism. The second half of the book then presents practical guidance on how to work successfully online. Topics include: \* advice on launching digital start-ups; \* how to use key analytics to track and focus readership; \* engaging with mobile journalism by utilising smartphone and app technology; \* developing revenue streams that can make digital journalism sustainable; \* legal and ethical dilemmas faced in a modern newsroom; \* the challenges of producing news for mobile readers. The book features leading figures from the BBC, Google and the Guardian, as well as some of Britain s best entrepreneurial reporters, who offer advice on thriving in this developing media landscape. Additional support comes from an online resource bank, suggesting a variety of free tools to create online...



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