Contents

	Preface	vi
	Introduction	1
1.	Where Has Business Television Come From?	6
2.	Who Does It? How to Choose a Production House	17
3.	How Much Does It Cost?	28
4.	Defining Your Audience	38
5.	Private Corporate Networks	46
6.	The Corporate Video	61
7.	Television at Conferences	70
8.	Video Conferencing	77
9.	Taking Screens into the Public Arena	88
10.	Television as a Selling Aid	95
11.	Education and Training	99
12.	Training in Communications Skills	110
13.	Interactive Video	120
14.	Getting it Seen	130
15.	Editing and Post-Production	137

CONTENTS

6.	Sponsoring Television	144
7.	The Future is Here	153
	Index	159