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Making Waves: Radio on the Verge

Mark Ramsey

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Mark Ramsey : Making Waves: Radio on the Verge before purchasing it in order to gage whether or not it would be worth my time, and all praised Making Waves: Radio on the Verge:

0 of 0 people found the following review helpful. A must for ANYONE in radio or podcastingBy wizdmkeeprI purchased both Fresh Air and Making Waves - I have not been able to put them down. Mark Ramsey offers so much

take-away, real actionable value in these little volumes. I am so blown away by both the caliber of the guest contributors, but also the depth and scope of issues that are covered with a lucidity and insight and vision that I've found few other places. Get this book, you can thank me later. Follow his blog - he is super generous with his wisdom and know-how. So happy I got this book!!!! 1 of 1 people found the following review helpful. There's Hope For Radio Yet! By Mts Productions, LLC As a daily reader of Mark Ramsey's Hear 2.0 blog, I was familiar with a few of the chapters. But the organization, clear thinking and inspirational message made this well worth the money. A very fast and easy read. It makes you want to grab every radio station in America by the scruff of the neck and say, "Read this before it's too late!" 1 of 1 people found the following review helpful. Pulling Radio Forward, but not Pushing From the Inside By Andrew Deal As a developer of new tools for radio, I was excited to get a hold of Mark's book and use it as a contrast piece to my thinking regarding radio's future. I was a bit surprised that it is mostly a collection of interviews with marketing consultants from other industries, and that is the only reason I did not give it 5 stars. It will be a great day in America when radio leaders themselves are the ones pushing radio's evolution, but until that happens it is still good to hear from outside observers. Their lack of insider knowledge and insight into the specifics of why radio is often "sitting on the verge" was made up for pretty well with their insight into brand differentiation and vision for media's future. Mark finished well by casting a vision for a healthy radio industry leading well in the new media landscape. May it come to pass. I am using the book for team training at CelleCast already, and plan on sending the book to some key clients for Christmas. As newcomers to the industry, I am glad to identify with the ideas in the book and echo them out to an industry very much in need of 21st century leadership.

Radio is on the verge all right, but on the verge of what? Are we on the cusp of a new renaissance, a time of unprecedented excitement and opportunity? Or are we headed, as some naysayers argue, towards an industry-wide twilight? Making Waves argues that it's the former, not the latter. This book can help any broadcaster navigate a digital wonderland of infinite choice and endless competition. Dive in. The water's fine. Let's make some waves. Foreword by Greater Media CEO Peter Smyth.

About the Author Mark Ramsey is president of Mercury Media Research (<http://www.mercurymediaresearch.com>) and publisher of the leading radio industry opinion blog, hear2.0 (<http://www.hear2.com>). Ramsey is the strategic advisor to many radio and TV broadcasters as well as their new media partners. Clients include Clear Channel, CBS Radio, Greater Media, Granite Broadcasting, Sirius/XM Satellite Radio, EA Sports, and Apple, Inc. Ramsey is a recognized industry thought leader and the author of the previous radio best-seller, Fresh Air: Marketing Gurus on Radio. Ramsey has appeared on CNN, MSNBC, CNBC, E!, and VH1. He lives in San Diego with his lovely wife, an elderly cat, and a very large dog.