

So you want to be a journalist. But do you know how to succeed? In an age of tremendous upheaval in publishing, writers and editors need to understand how their business works—and what it takes to survive in the media industry. This e-book is quick tour through all the things you never learned at journalism school. In it, you'll find ideas about business models and the key pillars that are being mixed and matched into new entrepreneurial ones online. Whether you're a journalism student who's looking for answers or a practicing editorial staffer who needs new ones, this guide gives you the business acumen you need to stay savvy and employed.

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