



YouTube Famous: Making it big on the internet

Rosie Matheson

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YouTube has revolutionized the viewing habits of millions of people around the world and looks likely to continue doing so. *YouTube Famous* presents case studies of 20 of the world's most successful YouTubers providing original content to inspire those who might want to set up a channel of their own - it's also a book which will be enjoyed by fans.

Complete with tips to produce your own content, it shows how YouTubers, including Zoe Sugg, Jack and Finn Harries, Caspar Lee, Marcus Butler and many others, built up their channels from scratch and developed content to please their growing fanbase.



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