

Big Truck TV Launches a New Online Video White Paper Channel and Series

Adding to a growing repertoire of online video content that includes comprehensive and industry leading video case studies and expert points of view - Big Truck TV has launched a new series of Video White Papers for industry fleet executives.

New York, NY ([PRWEB](#)) May 27, 2009 -- Big Truck TV's [new educational video series](#) will create an unparalleled level of in-depth online video content structured around a step-by-step instructional format. This will teach and enable Fleet Executives to implement tactics that will help optimize [fleet finances](#) and drive their bottom line. Given its relevance and educational value for North American Fleet Executives, this series of videos will have its own channel on [Big Truck TV](#).

"Knowledge based content provided online in video format is the cornerstone of what we produce and adding both a series and channel that takes on a step-by-step instructional quality is a natural extension and perfect fit with our current content mix," says Michael Carpentier - CEO of Big Truck TV, "This further defines us as the single most accessible and important resource for Private and For-Hire Fleet Executives and we will be launching many more such series in the months to come."

The first of this Video White Paper series "[Last Resort Cost Reduction to Survive a Recession](#)" delves into the steps Fleet Executives might need to consider should they still be facing declining revenue and a cost structure that will require further trimming. Joe White of CostDown Consulting, a leading trucking industry consultancy focused on helping fleets optimize their operations, demonstrates each and every aspect an operation will need to undertake to achieve deeper operational cost cutting.

"Regardless of the health of our economy, trucking executives are always searching for new ways to reduce costs and optimize operations," says Joe White - CEO of CostDown Consulting, "Each video within this series addresses that search by discussing a unique program or approach to improving one of three critical cost areas: employee performance, fleet utilization and network optimization and I sincerely believe that every viewer that follows this series will find at least one idea or one program that they will be able to build upon to benefit their own operations."

The next piece in the series entitled "Post-Recession Game Plan" will focus on the steps your firm needs to prepare for when an economic recovery begins to take hold. Planning now will ensure the greatest possible outcome for your firm and provide you a strategic competitive advantage.

The reality is that all phases of economic cycles bring about their own challenges and opportunities. With this understanding, Big Truck TV in association with CostDown Consulting has produced an additional supporting six part series. The series will include:

1. Operations Audits: The Why and How of Improving Bottom Line Performance
2. Increase Network Efficiency with a Laden Mile Improvement Plan
3. Your Best Investment Opportunity: Train the Managers that run your Day-to-Day Operations
4. Equipment Placement Strategy: Reduce Operating Costs by Capitalizing on the Differences in your Fleet
5. Performance Management Program: Reduced Costs through Elevated Employee Performance

6. Break the Rules - Fix the Bottom Line

These pieces represent a core group of educational online videos that will examine each component of a fleet's business with key recommendations on operational efficiencies. The series will be released in partnership with select Big Truck TV clients over the next 3-4 months who will in turn provide them on an exclusive basis to the fleets they service.

For additional information on this educational series or for a demo of Big Truck TV, contact Michael Carpentier or visit www.bigtrucktv.com.

About [Big Truck TV](#)

Big Truck TV is the trucking industry's leading information resource with the largest online video based library featuring exceptional educational content that includes ROI focused case studies, expert point-of-views, and instructional video white papers. As an online media and marketing solution Big Truck TV provides industry advertisers with an unmatched marketing platform to reach the key decision makers in the industry. Coupled with an integrated suite of lead nurturing tools Big Truck TV offers a rich marketing solution that not only aggregates audience but also helps develop qualified leads.

About [CostDown Consulting](#)

CostDown Consulting is the trucking industry's premier provider of cost reduction solutions based on analysis, process change and training. Working with both a trucking company's executive and field management teams, CostDown Consulting develops customized programs and training that improve driver, fleet and network performance based on each client's unique operations and technology.

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