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## Eight of the best business podcasts

**Podcasts are an easy way to consume information. Here are eight great podcasts for the time-poor business owner.**

The word podcast is a compound word that was first coined by BBC journalist Ben Hammersley in 2004.

When Apple launched the iPod in 2001, it meant consumers were no longer confined to their radio or desktop to access content. Ben Hammersley combined the iPod and broadcasting to create the term ‘podcast.’

Business podcasts are rapidly becoming one of the most popular genres on the market. Here are just a few top business podcasts (Irish and international) for your delectation.

### [Inside Business](#)

The Irish Times’ weekly business podcast is presented by *The Irish Times*’s finance correspondent Ciaran Hancock. Hancock invites experts and special guests into his Dublin studio to discuss relevant business topics. An episode can last anywhere between 30 minutes to an hour. Topics include the most up to date information on Brexit, banking and Irish business interests at home and abroad.

### [Start-up](#)

A Podcast run by Gimlet Media it focuses on what it’s like to start a podcast company. Gimlet Media was founded in 2014 by former 'This American Life' host Alex Bloomberg. In the first series of Start-up, it focused on every aspect from coming up with the name of the company, to how the company was founded, and how its’ co-founder came on board to grow it into the goliath it is today.

### [Masters of Scale](#)

Former LinkedIn co-founder Matt Hoffman interviews some of the world's most influential business people about what it was like to start a company, and then scale the company to global success. In weekly episodes from the now venture capitalist, Hoffman interviews the likes of Mark Zuckerberg, Bill Gates, Sheryl Sandberg, Airbnb's Brian Chesky and Ireland's Patrick Collison about their journey from scrappy entrepreneurs to business giants.

### [Ready Business](#)

Ready Business is the *Irish Independent's* business podcast which is presented by former Irish Apprentice judge Brian Purcell. Focusing more on small business owners, Purcell interviews entrepreneurs and focuses on those in the growth stage of their business. With guests including Emerald de Wit, Kevin Mulcahy and Michael Murphy, the show covers a broad range of entrepreneurs from different sectors.

### [An Irishman Abroad](#)

Not a business podcast as such, but one that interviews Irish business people along with a host of Irish talent from sport, entertainment, politics and the arts. Hosted by Jarleith Regan, the weekly podcast is funded by its listeners and sponsorship from CurrencyFair. In past episodes, Regan has interviewed the co-founder of Brown Bag Films, James Nolan (in an excellent episode about kidney donation), social entrepreneurs such as Fr. Peter McVerry, Rory O'Neill (Panti Bliss) and Colm O'Gorman, and also sports stars who are now investors such as Gordon Darcy, Brian O'Driscoll and Niall Quinn. This podcast is certainly one of Ireland's most popular podcasts, and it has plenty to offer the business community.

### [Open for Business](#)

*Open for Business* focuses on building a business from the very bottom. It is a branded podcast. The show was created (and paid for) by eBay, and many of the stories and case studies about how entrepreneurs built their businesses feature eBay as a sales channel. Host John Henry creates themes around each episode and then interviews entrepreneurs, who are considered experts in their field. For example, in *Bootstrapping 101*, John Henry interviews entrepreneurs who have bootstrapped their business by selling on eBay.

## [The Pitch](#)

The Pitch features entrepreneurs in need of venture funding as they pitch their ideas to a live panel of investors. Each season will be recorded in a new city to explore the entrepreneurial community, businesses, stories, and voices from a diverse set of entrepreneurs.

## [This Week in Tech \(TWIT\)](#)

One of the first real business podcasts, and it remains one of the best. TWIT host and CEO Leo Laport started TWIT.tv in 2005 after he was let go by Tech TV. What began with a chat around a table at an Apple event in 2005 has now blossomed into one of the largest independent podcasting (or as they call it net-casting) businesses in America. *This Week in Tech* is the flagship show that lasts for approximately two hours on a Sunday evening. TWIT.tv also covers a host of other shows such as *This Week in Google*, *Macbreak Weekly*, *Windows Weekly*, and just about anything to do with tech. Interestingly, Laport recently said, “although the podcast medium has risen hugely in recent years, the [cash] value of the ads on the network hasn’t increased at all”.

*Article by Barry Walsh.*