

The Movie Business Book



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Reviews

This ebook is very gripping and fascinating. It is among the most awesome ebook i have go through. I found out this publication from my i and dad advised this ebook to understand.
(Olen Shields PhD)

THE MOVIE BUSINESS BOOK



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Taylor Francis Ltd, United Kingdom, 2016. Paperback. Book Condition: New. 4th Revised edition. 229 x 152 mm. Language: English . Brand New Book. Drawing from a variety of experts in an industry that has seen major disruptions and technology advancements since the third edition, The Movie Business Book offers a comprehensive, authoritative overview of this fascinating, global business. A must-read for film students and industry newcomers, this new edition features key movers and shakers, such as filmmaker-actor Jay Duplass, (The Puffy Chair, Cyrus), Marvel Studios President Kevin Feige, Walt Disney Studios Chairman Alan Horn, director Doug Liman (Edge of Tomorrow, Mr. and Mrs. Smith, Bourne Identity), National Amusements President Shari E. Redstone, Warner Bros. Pictures Worldwide Marketing Executive Vice President Blair Rich, and many others. A definitive sourcebook, it covers the nuts-and-bolts details about financing, revenue streams, marketing, globalization, micro-budgets and much more.



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