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(Jo Kuhlman)

MOVIE BUSINESS BOOK (3RD REVISED EDITION)



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Open University Press. Paperback. Book Condition: new. BRAND NEW, Movie Business Book (3rd Revised edition), Jason E. Squire, Drawing on the knowledge of a full spectrum of industry experts including producers, independent filmmakers, managers and financiers, the third international edition of "The Movie Business Book" offers a comprehensive, authoritative overview of the film industry. It features a preface written especially for the international edition, which contextualizes this definitive, state-of-the-art sourcebook for readers in the expanding global entertainment business. A must-read for anyone working in the film and entertainment industry, it covers the nuts-and-bolts of financing, revenue streams, marketing, DVDs, globalization, the Internet and new technologies. Using actual examples and advice from practitioners, this edition includes contributions from key industry players such as David Puttnam; Tom Rothman, chairman of Fox Filmed Entertainment; Benjamin S. Feingold, President, Business & Operations, Columbia TriStar Motion Picture Group (a division of Sony Pictures Entertainment); Sydney Pollack; and Mel Brooks. "The Movie Business Book: International Third Edition" is an essential guide for anyone wanting to launch or advance a career in the growing media marketplace.



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