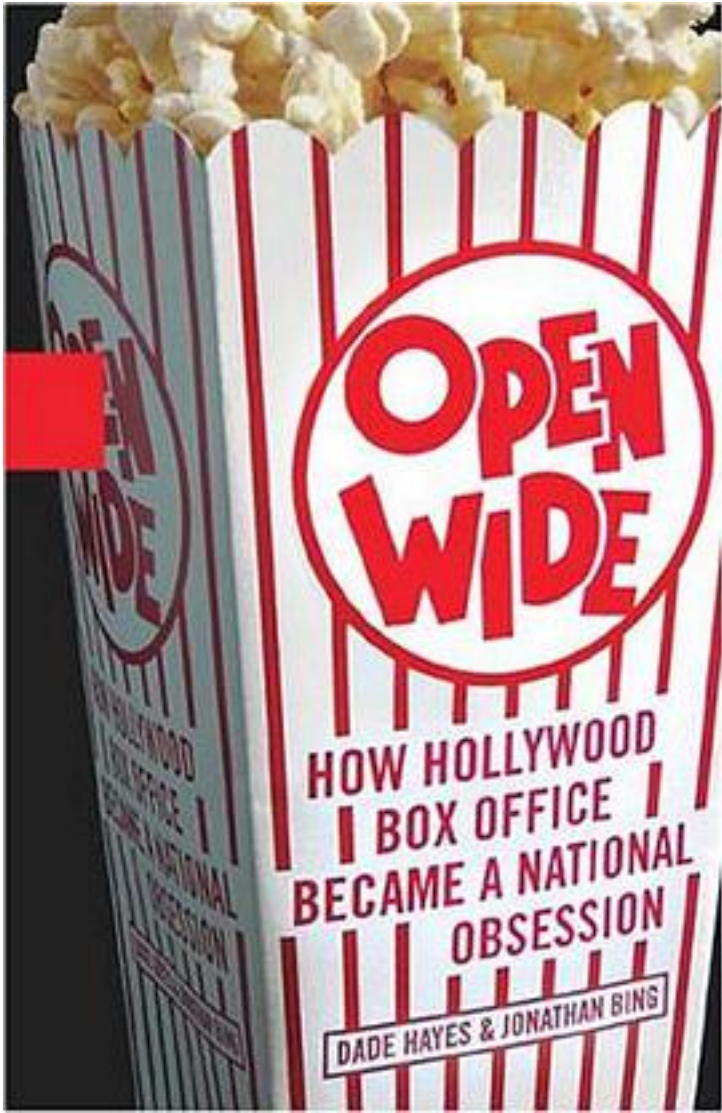


# Open Wide



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Opening weekend is a battle for the hearts and minds (and wallets) of American moviegoers. In *Open Wide*, Dade Hayes and Jonathan Bing expose the blockbuster factory that lies just beyond Hollywood's red carpet. They reveal how movies have become products of instantaneous mass consumption no more enduring than popcorn and soda. They shadow the actors, directors, producers, and studio executives, tracing the trail of blood, sweat, tears, and hundreds of millions at stake in a weekend at the multiplex.

作者介绍:

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