

Movie Marketing



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This text seeks to demystify complex marketing issues; profiling marketing strategies for films of widely varying budgets, genres and intended audiences through the words of those responsible for developing and implementing these strategies - marketers, distributors and occasionally filmmakers. This tour of the many varied ways to market films should be of value to independent filmmakers and anyone hoping to work in film distribution and marketing. It also features chapters on merchandising and promotions and creating trailers. Among the films profiled are "Four Weddings and a Funeral", "Pulp Fiction", "The Brothers McMullen", "Goldeneye", "Hoop Dreams",

"Welcome to the Dollhouse", "Howard's End", "Crumb", "Carnosaur", "Malice" and "Brother's Keeper".

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