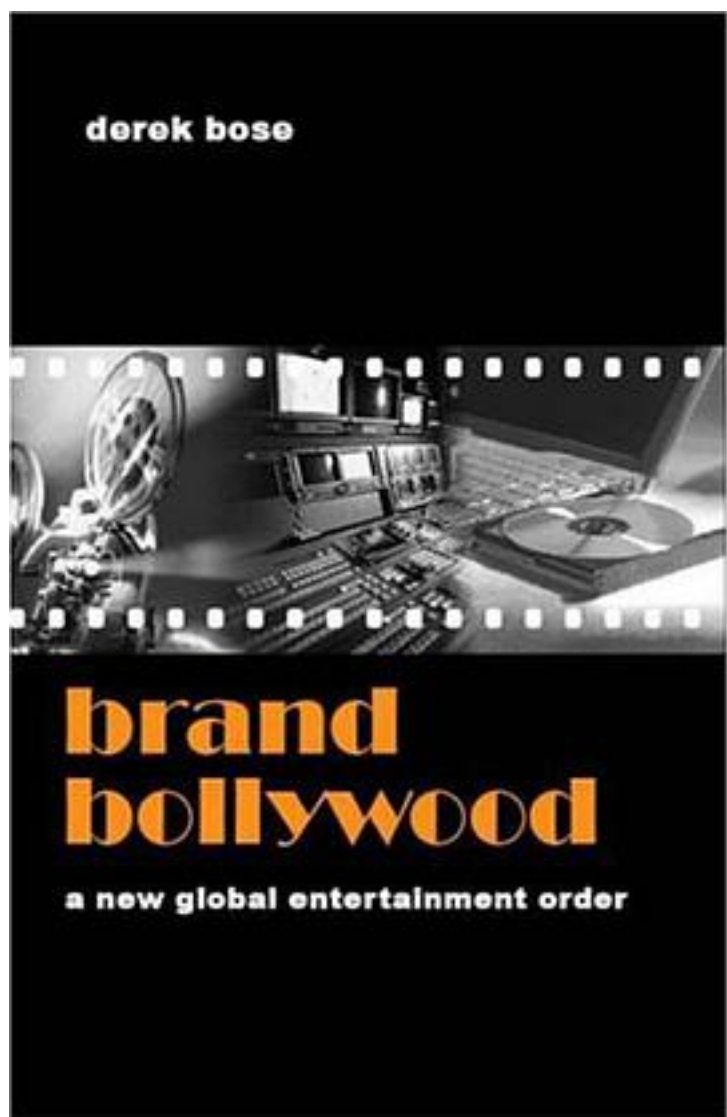


Brand Bollywood



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Based on original research, this book draws on the author's personal observations and extensive discussions with film makers, media professionals and market players. It is backed by data from a variety of surveys, audit studies and annual reports. Derek Bose uses these sources to arrive at conclusions that place the issue of media convergence in the framework of film development.

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