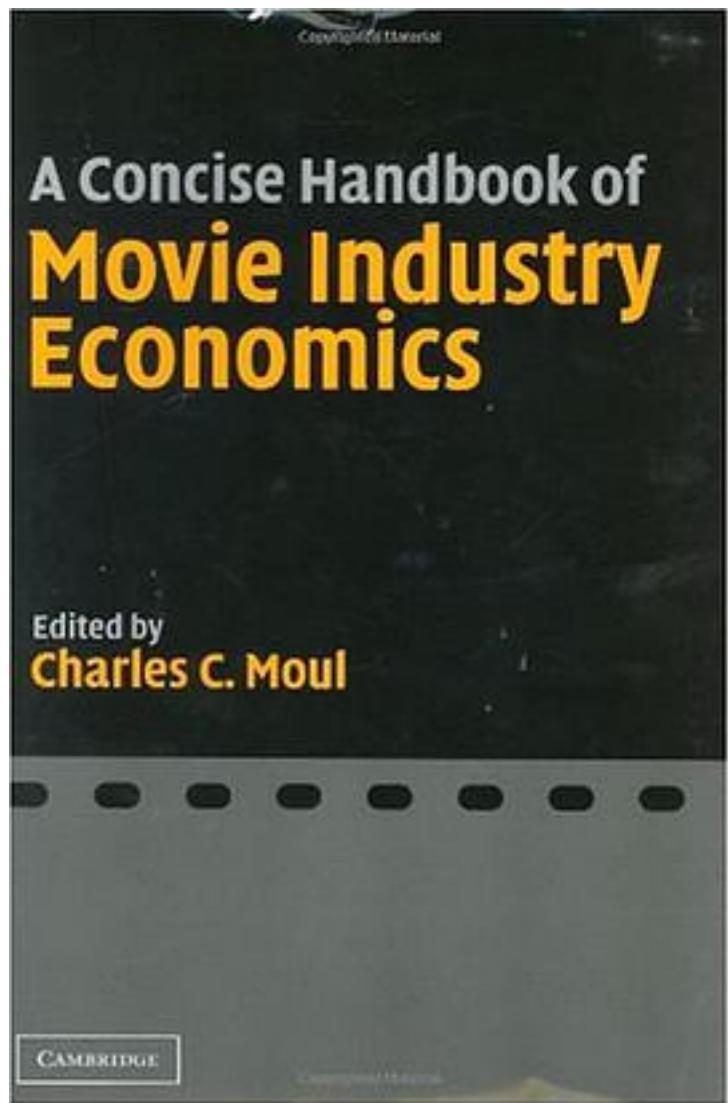


A Concise Handbook of Movie Industry Economics



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出版者: Cambridge University Press

出版时间: 2005-03-14

装帧: Hardcover

isbn: 9780521843843

This short handbook collects essays on all aspects of the motion picture industry by leading authorities in political economy, economics, accounting, finance, and marketing. In addition to bringing the reader an up-to-date perspective on what is known and what has been accomplished, it includes both new findings on a variety of topics and directions for additional research. Topics include estimation of theatrical and ancillary demand, profitability studies, the resolution of evident paradoxes in studio executive behavior, the interaction of the industry and government, the impacts of the most recent changes in accounting standards, and the role and importance of participation contracts. New results include findings on the true nature of the seasonality of theatrical demand, the predictive power of surveys based upon trailers, the impact of the Academy Awards, the effectiveness of prior history measures to gauge cast members and directors, and the substitutability of movies across different genres.

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