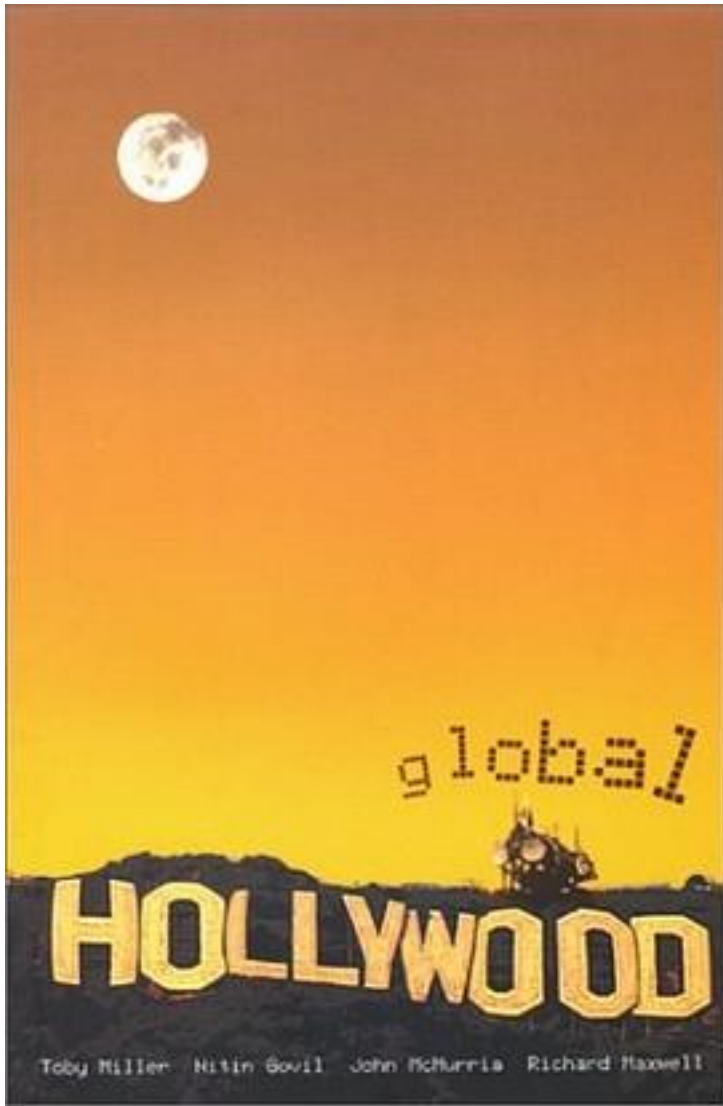


Global Hollywood



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Why is Hollywood so successful? This book aims to address the vacuum left by textual analysis by turning to political economy, cultural studies and cultural policy analysis to highlight the material actors underlying this artistic success. These factors, argue the authors, include "hidden" subsidies, copyright limitations, relocation of cultural production, marketing, distribution and exhibition. The book challenges the simplicities of the cultural imperialist model and Hollywood's free market rhetoric to re-theorize the continued and expanding success of the Hollywood cinema industry.

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