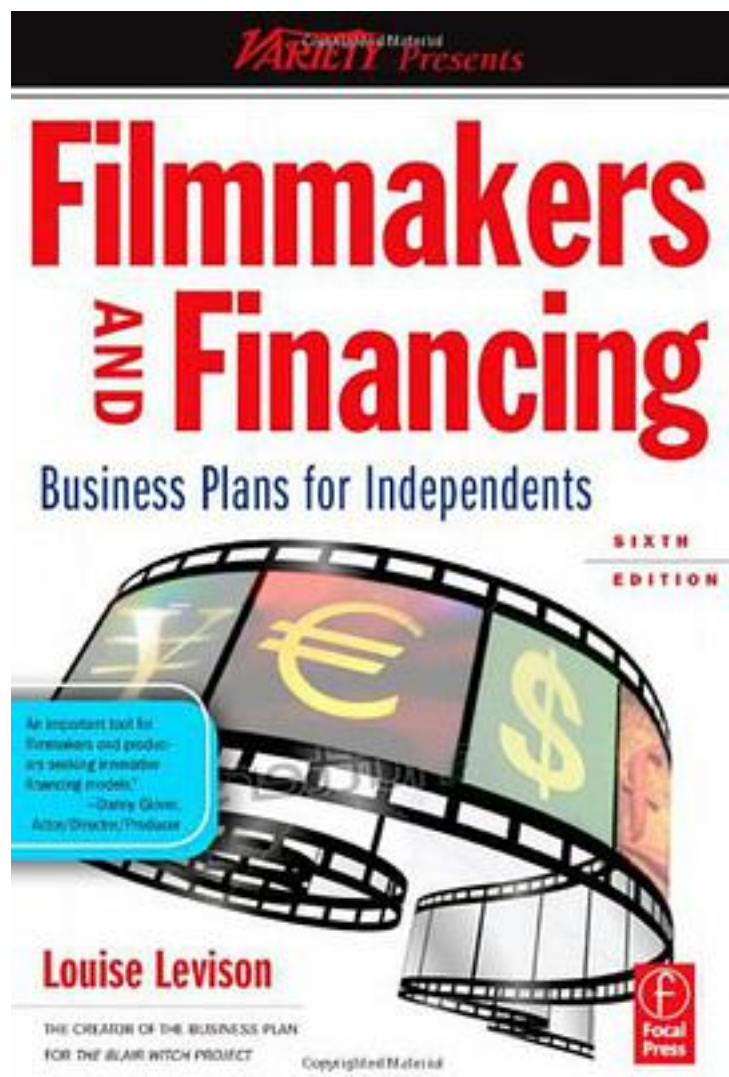


# Filmmakers and Financing, Sixth Edition



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出版者:Focal Press

出版时间:2009-10-21

装帧:Paperback

isbn:9780240812526

The first, most crucial step in making a film is finding the funds to do it. Let Louise Levison, who wrote the innovative business plan for "The Blair Witch Project," show you how. This unique guide teaches you not only how to create a business plan, but also how to avoid common business plan mistakes, so that you can attract and secure an investor. In jargon-free terms, the author leads you through every step. Each chapter concentrates on a different section of the business plan, including the industry, marketing, financing, and distribution. Large format films, new media and shorts are also discussed. The included companion web site features supplementary exercises and spreadsheets so that you get comfortable crunching the numbers--no math degree required! The sixth edition contains completely revised and updated industry data along with updated information on distribution including online and foreign markets. Plus, new interviews and case studies with filmmakers will show you real-world examples of equity investors and markets.

\* Includes a companion web site with sample business plans, forms, spreadsheets, and hands-on exercises \* Learn from real-world examples with new interviews and case studies. \* Rock-solid guidance on how to develop a successful business plans for features, shorts, documentaries and more Please visit the companion web site <http://booksite.focalpress.com/companion/Levison> Registration is required to access the companion web site. The pass code may be found inside the book.

## 作者介绍:

露易丝·利维森 (Louise Levison) ，加州谢尔曼橡树园公司商业策略总裁，精于商业计划书写作，这些商业计划书可适用于单部电影的融资、电影公司多部电影融资以及夹层资本融资。她同时也是《电影企业家通讯》杂志的编辑。利维森服务过的个人客户获得过从2万美元到6千万美元不等的融资，此外，她服务的公司曾获得过高达3亿美元的融资。利维森兼修亚洲文学硕士学位和融资专业工商管理硕士学位，她致力于将自己的融资理念传递给全世界。

## 目录:

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标签

电影

教科书

评论

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## 书评

世上有无数人怀有制作自己的电影的美好梦想，然而真正能获得机会化梦想为现实的人却少之又少，如何得到拍摄资金更是无论如何也绕不过去的难题——多少人就是被孔方兄挡住了追逐梦想的道路。露易丝·利维森想要为您解决这方面的问题，于是她写作完成了《电影制片人融资指南》...

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看到这本书的题目，又看到王小帅电影的推荐，不禁想到了中国的小众电影。电影商业化会和维护电影的艺术性冲突么？还是说商业化的电影能更好地维持从业人员的生活从而能够创作出更好的影片？然而目前很多好电影却往往是小成本电影……困惑……真希望更多内容深刻的电影...

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写书评是因为译者，现在想起来，法律的部分基本打包还完了。就还记得上课让我们看肖申克的救赎-刺激1995-夜黑高飞；叫我们写影评……可以见得当他还处在另一个领域的时候对电影的情有独钟了，更何况现在已经身在其中了。对这个关注的人总能找到好书的。

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