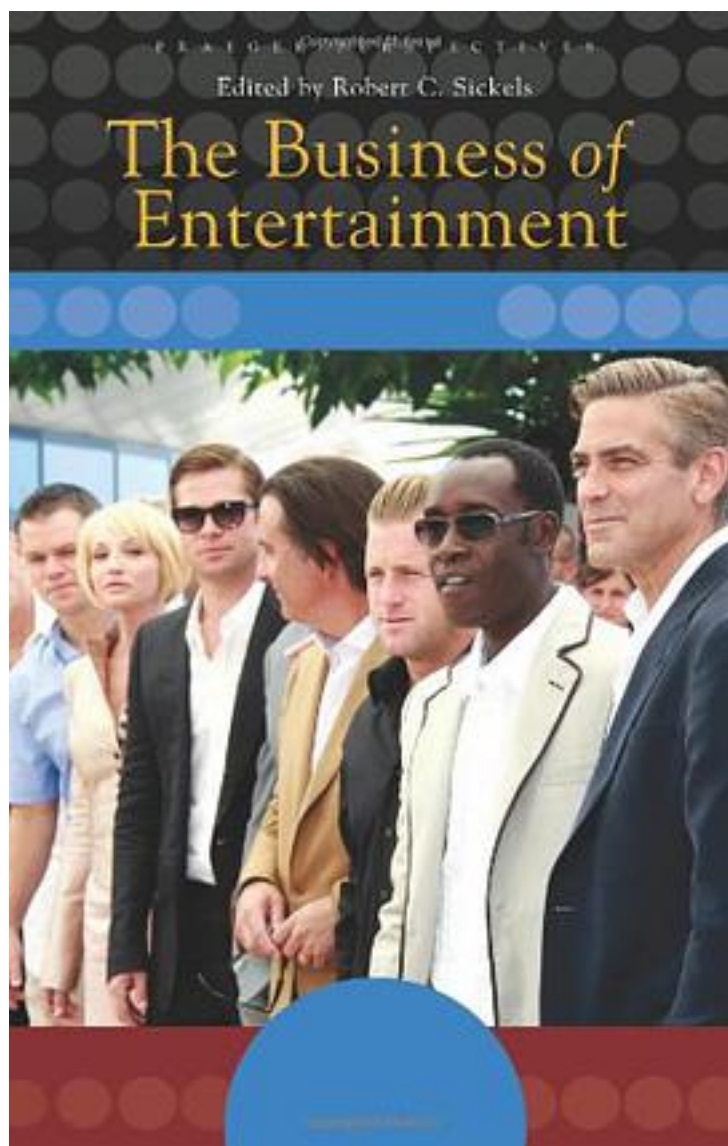


# The Business of Entertainment



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This book offers a comprehensive treatment of the business side of film, television, and music. We love to be entertained. And today's technology makes that easier than ever but behind these technologies and experiences is a complex industry, dominated by a handful of global media conglomerates whose executives exert considerable influence over the artists and projects they bankroll, the processes by which products are developed, and the methods they use to promote and distribute entertainment. As this set shows, the industries in which commerce, art, and technology intersect are among the most fascinating in all of business. "The Business of Entertainment" lifts the curtain to show the machinery (and sleight of hand) behind the films, TV shows, music, and radio programmes we can't live without. There are three volumes: "Volume 1: Movies", "Volume 2: Popular music" and "Volume 3: Television". But it's not all about stars and glitter - it's as much about the nuts and bolts of daily life in the industry: the challenges of digitizing content; globalization; promoting stars and shows; protecting intellectual property; developing talent; employing the latest technology; and getting projects done on time and within budget. Challenges don't end there, there's also advertising and product placement, the power of reviews and reviewers, the spread of piracy, the battles between cable and satellite operators (and the threat to both from telephone companies), the backlash to promoting 'gangsta' lifestyles, and more. Each chapter is written by an authority in the field, from noted scholars to entertainment industry professionals to critics to screenwriters to lawyers. The result is a fascinating mosaic, with each chapter a gem that provides insight into the industry that generates more conversations on a daily basis than any other.

作者介绍:

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