

# Blockbusters Hit Making Risk Taking And The Big Business Of Entertainment

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### Blockbusters Hit Making Risk Taking

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Blockbusters: Hit-making, Risk-taking, and the Big Business of Entertainment New York: Henry Holt and Company (2013) 7 Taylor, Astra The People's Platform: Taking Back Power and Culture in the digital age, New York: Henry Holt and Company (2014)

#### **University of Southern California Spring, 2019 CTPR 460 ...**

Elberse, Anita Blockbusters: Hit-Making, Risk-Taking and the Big Business of Entertainment Henry Holt and Company, 2013 Fisher, Roger and William Ury Getting to Yes: Negotiating Agreement Without Giving In Houghton Mifflin, 1981 Fritz, Ben The Big Picture: The Fight for the Future of Movies Eamon Dolan/Houghton Mifflin, 2018

#### **University of Southern California School of Cinematic Arts ...**

Blockbusters: Hit-Making, Risk-Taking and the Big Business of Entertainment Henry Holt and Company, 2013 Epstein, Edward Jay The Big Picture: The New Logic of Money and Power in Hollywood Random House, 2005 Fritz, Ben The Big Picture: The Fight for the Future of Movies Eamon Dolan/Houghton Mifflin, 2018

#### **Requiem for the long tail: Towards a political economy of ...**

Blockbusters: Hit-Making, Risk-Taking, and the Big Business of Entertainment (Elberse 2013) Building upon Rosen's (1981) work on the economics of

superstars, Elberse (2013) provided empirical examples of how the dynamics of the digital media environment may actually favour content with mass

**BANKROLLING A BLOCKBUSTER**

her new book Blockbusters: Hit-making, risk-taking, and the big business of entertainment, Elberse says because production costs are very high, but reproduction costs – getting copies of the film into cinemas around the world – are very low, Hollywood responds by making big bets on a couple of sure things: sequels, bankable actors,

### **Leader**

insights into the book Blockbusters: Hit-Making, Risk-Taking, and the Big Business of Entertainment, due out next month What can business leaders learn from pop culture's biggest brands? i often talk about how the entertainment business is a really good industry to study how brands develop over time i f you work in a consumer goods company, if

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Blockbusters: Hit-Making, Risk-Taking, and the Big Business of Entertainment Anita Elberse Henry Holt & Company, 2013 To read this book check the library catalogue The Year Without Pants: Wordpresscom and the Future of Work Scott Berkun Jossey-Bass, 2013 To read this ebook check the library catalogue Change Management Leading Change John P

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IMT LIBRARY I NEW ARRIVALS I AUGUST 2017 2 5 Barnes, Cindy Selling your value proposition: how to transform your business into a selling organization / Barnes, Cindy-- Blockbusters hit making risk taking and the big business of entertainment / Elberse, Anita-- New York: Henry Holt , 2013 307 p

### **The Lost Tail - All Brain**

The Lost Tail A white paper by Marcello Vena expenses of the blockbusters The old 80/20 Pareto rule would not apply anymore, and the worst-selling 80% of the creative goods in any Blockbusters: Hit Making, Risk-taking, and the big business of entertainment” , Published by Henry Holt and Co

### **CRI 540: Marketing the Creative Industries Fall 2016**

6 Other Relevant Information: • all students are required to retain a personal copy of all work undertaken for this course as well as all rough materials, references, sources, and working notes until the marked original has been returned • Any changes to the course assignments, due dates, and/or grading scheme as

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5 Blockbusters and the Long Tail Very few entities in this world can afford to spend \$200 million on a movie That is our competitive advantage Alan Horn, chairman of Walt Disney Studios, quoted in Anita Elberse, Blockbusters: Hit-Making, Risk-Taking, and the Big Business of Entertainment (Holt, 2013)

### **THE AGE OF INFLUENCE - VNTR**

THE AGE OF INFLUENCE By joining forces, both growing start-ups and celebrity (personal) brands can rapidly develop greater dimension, reach and long-term profitability What they need is an activating resource like VNTR to help them find the right relationships, offer a next-gen approach to harnessing social media's ever-growing power, and

### **FINANCIAL REMEDIES IN MUSIC COPYRIGHT**

6A Elberse, Blockbusters: Hit -making, Risk taking, and the Big Business of Entertainment, Harvard Business School Press, 2013 Prof Elberse

derived her results from ten years of interviews with a wide spectrum of entertainment executives, a reflection of prevailing corporate culture of beliefs now commonly held but ultimately challengeable

### **The Hit (Will Robie Book 2) Download Free (EPUB, PDF)**

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template, create a 5-10 minute presentation pitch that you would deliver to potential investors, making the case for your company Follow the format and content guidelines in the template You are encouraged to search for examples of pitches (both as decks, but also from videos) to get familiar with

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Master of Entertainment Industry Management Course Information • Business - What are the emerging models, practices, and paradigms that are taking over Elberse, Anita: "Blockbusters: Hit Making, Risk Taking, and the Big Business of Entertainment" New York, Henry Holt & Co 2013

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