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Sommario/riassunto	Is the cinema, as writers from David Denby to Susan Sontag have claimed, really dead? Contrary to what we have been led to believe, films are better than ever?we just can't see the good ones. Movie Wars cogently explains how movies are packaged, distributed, and promoted, and how, at every stage of the process, the potential moviegoer is treated with contempt. Using examples ranging from the New York Times's coverage of the Cannes film festival to the

antcommercial practices of Orson Welles, *Movie Wars* details the workings of the powerful forces that are in the proce

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