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Sommario/riassunto	Many books deal with how to write better scripts, but this is the only one to tackle the business side of being a professional writer. Written by a leading literary agent, this is an indispensable insider's guide to the

development process - from the original idea right through to production - it provides the reader with an easy-to-read handbook for:
Identifying what audiences want and understanding their emotional needs
Developing successful ideas for film and television drama
Writing more effective treatments and step outlines
Improving one's ability to pitch ideas and scripts
