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Sommario/riassunto	With a Foreword by Geoffrey Nowell-Smith From Hollywood blockbusters to artists' film and video, distributors play a vitally important role in getting films in front of audiences. As the link between production and exhibition, their acquisition policies, promotional practices, and level of resources determine what is available, and so help shape the very nature of our film culture.

Reaching Audiences is centrally concerned with the distribution practices that have been developed to counter Hollywood's traditional dominance of the marketplace, and ensure audiences have access to a more diverse
