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Nota di contenuto	1. Introduction -- 2. The Enduring Appeal of Movies -- 3. Risks & Rewards -- 4. Film Festivals -- 5. The Influence of Film Critics -- 6. Movie Buzz & Information Cascades -- 7. The Influence of Word of Mouth -- 8. Oscar Campaigns -- 9. Insights from the Experts -- 10. Closing Thoughts. .
Sommario/riassunto	This book explores why word of mouth is the most important determinant of a movie's success. Beginning with a discussion of the enduring appeal of movies, and why the box office has survived the disruption of television and will likely survive the disruption of streaming services, Owen Eagan goes on to discuss the unpredictable nature of movies and ways to mitigate their risk. His astute analysis sheds light on the role of film festivals, film critics, Oscar campaigns and word of mouth in influencing a film's success. Eagan concludes

with a summary of why word of mouth is the most influential among all the variables that affect a film's outcome. Expertly synthesizing quantitative analyses of box office data with illuminating insights from industry experts, this concise and engaging book presents findings with important implications for scholars, industry insiders and marketing professionals alike. Owen Eagan is a Senior Lecturer in the Department of Communication Studies at Emerson College. He specializes in measuring and assessing strategic communications in business and political environments. He also serves as a Senior Vice President for Consensus Strategies, a management consulting firm specializing in strategic advocacy services.
