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Nota di contenuto	Cover; Half Title; Title; Copyright; Contents; Acknowledgements; Foreword; Chapter 1; A Wide Range of Academic Settings; A Rich and Solid Talent Cultivation System; An Interactive Academic Pattern of Teaching, Research and Creation; A Specialized and Versatile Training Mode; A Standardized and Effective 'Double Practice' (Social and Art Practice) System; A Comprehensive and High-level Platform for International Exchange; Strong Guarantee of Elite Education Conditions; Excellent Campus Culture; Conclusion; Endnote; Chapter 2; Part I. Market Performance; Part II. Film-Making Part III. The Dynamics of Film Enterprises and Industrial Management Part IV. Conclusion; References; Note; Chapter 3; Cinema Construction, Operation and Management; The Impact of e-Commercial Strategies on Cinema; Competition Between Cinemas and Internet Enterprises; Paying Attention to the Popular Mobile Payment Service; Diversify the Function of the Cinema Business Model; Pay Attention to the Audience's Pre-Movie Consumer Psychology and Timing; Attract More Young Participants with Cinema Activities; Apply Diverse Operations and Promotion Modes; Future Operation and Development; References After the Battle: Comment, Reflection and Prospect References; Note; Notes on Contributors; Editorial Board Information; Back Cover

