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Sommario/riassunto	In this second volume of Tino Balios history of United Artists, he examines the turnaround of the company in the hands of Arthur Krim and Robert Benjamin in the 1950s, when United Artists devised a successful strategy based on the financing and distribution of independent production that transformed the company into an industry leader. Drawing on corporate records and interviews, Balio follows United Artists through its merger with Transamerica in the 1960s and its sale to MGM after the financial debacle of the film Heavens Gate . With its attention to the role of film as both an art form and an economic institution, United Artists: The Company That Changed the Film Industry is an indispensable study of one companys fortunes from the 1950s to the 1980s and a clear-eyed analysis of the film industry

as a whole. This edition includes an expanded introduction that examines the history of United Artists from 1978 to 2008, as well as an account of Arthur Krims attempt to mirror UAs success at Orion Pictures from 1978 to 1991.
