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Nota di contenuto	Introduction -- Star business. The symbolic commerce of Hollywood stardom -- Star-as-brand -- The extraordinary ordinariness of Tom Hanks -- Star system. Post-studio stardom -- Money and talent -- "The Will Smith business" -- Star performance. Spectacular acts -- Prestige stardom and the awards system -- Starring Julia Roberts -- Conclusion -- Appendix: Academy Award nominees and winners in the actress and actor in a leading role categories, 1990-2009.
Sommario/riassunto	"By integrating star studies and film industry studies, Hollywood Stardom reveals the inextricable bonds between culture and commerce in contemporary notions of film stardom. Integrates the traditions of star studies and industry studies to establish an original and innovative mode of analysis whereby the 'star image' is replaced with the 'star brand'. Offers the first extensive analysis of stardom in the 'post-studio' era; Combines genre, narrative, acting, and discourse analysis with aspects of marketing theory and the economic analysis of the film market; Draws on an extensive body of research data not previously deployed in film scholarship; A wide range of star examples are explored including George Clooney, Mel Gibson, Tom Cruise, Daniel Day-Lewis, Tom Hanks, Will Smith, and Julia Roberts"--

