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Altri autori (Persone)	SedgwickJohn PokornyMichael
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Book Cover; Title; Contents; List of figures; List of tables; Acknowledgements; Introduction; The characteristics of film as a commodity; America's master: the European film industry in the United States, 1907-1920; Stars and stories: how films became branded products; Revenue sharing and the coming of sound; The block booking of films re-examined; Warner Bros. in the inter-war years: strategic responses to the risk environment of filmmaking; Product differentiation at the movies: Hollywood 1946 to 1965 Movie stars and the distribution of financially successful films in the motion-picture industry Movie contracts: is ""net"" ""gross""?; Hollywood and the risk environment of movie production in the 1990s; Understanding Hollywood's organisation and continuing success; Index
Sommario/riassunto	The movie industry boomed in the twentieth century, and is still going

strong today. However, the economics of movies has been curiously under explored until now. Innovative and informative, this accessible book, which includes contributions from some of the leading experts in the area, is a huge step forward in our understanding of this important topic.
