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Autore	Wasser Frederick
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Development of Two-Tiered Pricing 132 -- The New Movie Theater 135 -- Microeconomics i: Overview 138 -- Microeconomics 2: Rental 141 -- Video and Other Commodities 145 -- Retailing Consolidation 146 -- Breadth versus Depth 149 -- Video Advertising 151 -- Video and Revenue Streams 152 -- Production Increase 154 -- More Money, Same Product 154 -- 158 Consolidation and Shakeouts -- High Concept 161 -- Disney Comes Back On-line 162 -- The Majors Hold the Line on Production Expansion 165 -- Vestron Responds 171 -- The Fate of Pre-Selling and the Mini-Majors 176 -- LIVE, Miramax, and New Line 180 -- Conclusion 183 -- 185 The Lessons of the Video Revolution -- Media Industries after the VCR 185 -- Home Video and Changes in the Form of Film 194 -- Images of Audience Time 200 -- A Philosophic View of Film and Audience 202 -- Whither the Mass Audience? 204 -- Notes 207 -- Bibliography 227 -- Index 237.

Sommario/riassunto

A funny thing happened on the way to the movies. Instead of heading downtown to a first-run movie palace, or even to a suburban multiplex with the latest high-tech projection capabilities, many people's first stop is now the neighborhood video store. Indeed, video rentals and sales today generate more income than either theatrical releases or television reruns of movies. This pathfinding book chronicles the rise of home video as a mass medium and the sweeping changes it has caused throughout the film industry since the mid-1970s. Frederick Wasser discusses Hollywood's initial hostility to home video, which studio heads feared would lead to piracy and declining revenues, and shows how, paradoxically, video revitalized the film industry with huge infusions of cash that financed blockbuster movies and massive marketing campaigns to promote them. He also tracks the fallout from the video revolution in everything from changes in film production values to accommodate the small screen to the rise of media conglomerates and the loss of the diversity once provided by smaller studios and independent distributors.

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Nota di contenuto	Cover; Contents; Preface; List of Symbols; Introduction; 1 The Membrane Equation; 1.1 Structure of the Passive Neuronal Membrane; 1.1.1 Resting Potential; 1.1.2 Membrane Capacity; 1.1.3 Membrane Resistance; 1.2 A Simple RC Circuit; 1.3 RC Circuits as Linear Systems; 1.3.1 Filtering by RC Circuits; 1.4 Synaptic Input; 1.5 Synaptic Input Is Nonlinear; 1.5.1 Synaptic Input, Saturation, and the Membrane Time Constant; 1.5.2 Synaptic Interactions among Excitation and Shunting Inhibition; 1.5.3 Gain Normalization in Visual Cortex and Synaptic Input; 1.6 Recapitulation; 2 Linear Cable Theory 2.1 Basic Assumptions Underlying One-Dimensional Cable Theory2.1.1 Linear Cable Equation; 2.2 Steady-State Solutions; 2.2.1 Infinite Cable; 2.2.2 Finite Cable; 2.3 Time-Dependent Solutions; 2.3.1 Infinite Cable; 2.3.2 Finite Cable; 2.4 Neuronal Delays and Propagation Velocity; 2.5 Recapitulation; 3 Passive Dendritic Trees; 3.1 Branched Cables; 3.1.1

What Happens at Branch Points?; 3.2 Equivalent Cylinder; 3.3 Solving the Linear Cable Equation for Branched Structures; 3.3.1 Exact Methods; 3.3.2 Compartmental Modeling; 3.4 Transfer Resistances; 3.4.1 General Definition; 3.4.2 An Example
3.4.3 Properties of K[sub(ij)]3.4.4 Transfer Resistances in a Pyramidal Cell; 3.5 Measures of Synaptic Efficiency; 3.5.1 Electrotonic Distance; 3.5.2 Voltage Attenuation; 3.5.3 Charge Attenuation; 3.5.4 Graphical Morphoelectrotonic Transforms; 3.6 Signal Delays in Dendritic Trees; 3.6.1 Experimental Determination of T[sub(m)]; 3.6.2 Local and Propagation Delays in Dendritic Trees; 3.6.3 Dependence of Fast Synaptic Inputs on Cable Parameters; 3.7 Recapitulation; 4 Synaptic Input; 4.1 Neuronal and Synaptic Packing Densities; 4.2 Synaptic Transmission Is Stochastic
4.2.1 Probability of Synaptic Release p4.2.2 What Is the Synaptic Weight?; 4.3 Neurotransmitters; 4.4 Synaptic Receptors; 4.5 Synaptic Input as Conductance Change; 4.5.1 Synaptic Reversal Potential in Series with an Increase in Conductance; 4.5.2 Conductance Decreasing Synapses; 4.6 Excitatory NMDA and Non-NMDA Synaptic Input; 4.7 Inhibitory GABAergic Synaptic Input; 4.8 Postsynaptic Potential; 4.8.1 Stationary Synaptic Input; 4.8.2 Transient Synaptic Input; 4.8.3 Infinitely Fast Synaptic Input; 4.9 Visibility of Synaptic Inputs; 4.9.1 Input Impedance in the Presence of Synaptic Input
4.10 Electrical Gap Junctions4.11 Recapitulation; 5 Synaptic Interactions in a Passive Dendritic Tree; 5.1 Nonlinear Interaction among Excitation and Inhibition; 5.1.1 Absolute versus Relative Suppression; 5.1.2 General Analysis of Synaptic Interaction in a Passive Tree; 5.1.3 Location of the Inhibitory Synapse; 5.1.4 Shunting Inhibition Implements a ""Dirty"" Multiplication; 5.1.5 Hyperpolarizing Inhibition Acts Like a Linear Subtraction; 5.1.6 Functional Interpretation of the Synaptic Architecture and Dendritic Morphology: AND-NOT Gates
5.1.7 Retinal Directional Selectivity and Synaptic Logic

Sommario/riassunto

In this volume, Koch shows how individual nerve cells can multiply, integrate, or delay synaptic inputs, and how information is encoded in the voltage across the membrane, in the intracellular calcium concentration, or in the timing of individual spikes.