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Nota di contenuto	The Screenplay Business Managing creativity and script development in the film industry; Copyright; Contents; List of figures; List of tables; List of boxes; Preface; Acknowledgements; Introduction: a world of stories and money; Part I The Complex world of Film Development; 1 The bigger picture: how films are developed; 2 Show me the money: the business of film and the value chain; 3 A new analysis of types of film and film development funding; 4 The creative triangle: building development relationships; 5 The reality of development: power and influence in a dynamic system 6 The development executive and the script editorPart II Managing Creative People in Film Development: Control Versus Freedom; 7 Defining creativity in the movie business; 8 Who creative people are and how to motivate them: psychology and insight; 9 Managing creative people and film development; 10 The script meeting: listening and feeding back; 11 Strengthening the development team culture and building a Sustainable Creative Company; 12 Working with the Hollywood studio system: being independent in a world of prefabricated daydreams

13 The writer: surviving development and negotiating success
14 Into the future: a creative way to develop better films; Appendix A: Sternberg's analysis of levels of creative contribution, as applied to the science fiction film genre; Appendix B: Examples of script reader report forms; Notes; Bibliography; Index

Sommario/riassunto

The development of a film screenplay is a complex and collaborative process, beginning with an initial story and continuing through drafting and financing to the start of the shoot. And yet the best ways of understanding and managing this process have never been properly studied. The Screenplay Business is the first book to do exactly that, addressing such questions as: How do film scripts get written, and what are the tensions between creativity and business? How can the team of the writer, producer, director and development executive work together
