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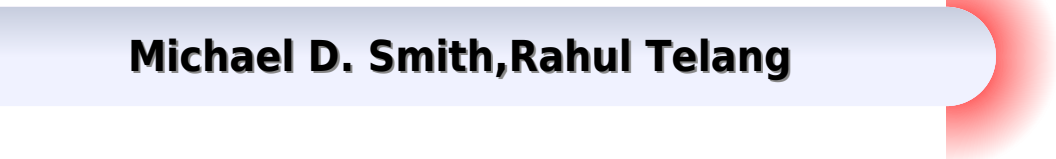
HIT-MAKING, RISK-TAKING, AND THE BIG BUSINESS OF ENTERTAINMENT

T E R S

ANITA ELBERSE

Blockbusters Anita Elberse

Michael D. Smith, Rahul Telang



Blockbusters Anita Elberse:

Blockbusters Anita Elberse, 2013-10-15 Explores what's behind the phenomenal success of entertainment businesses such as Warner Bros Marvel Entertainment and the NFL along with such stars as Jay Z Lady Gaga and LeBron James and which strategies give leaders in film television music publishing and sports an edge over their rivals Dust jacket flap

Blockbusters Anita Elberse, 2013-10-16 What is behind the phenomenal success of entertainment businesses such as Warner Bros Marvel Enterprises and Manchester United along with such stars as Jay Z and Lady Gaga Which strategies give leaders in film television music publishing and sports an edge over their rivals Anita Elberse Harvard Business School's expert on the entertainment industry has done pioneering research on the worlds of media and sports for more than a decade Now in this groundbreaking book she explains a powerful truth about the fiercely competitive world of entertainment building a business around blockbuster products the movies television shows songs and books that are hugely expensive to produce and market is the surest path to long term success Along the way she reveals why entertainment executives often spend outrageous amounts of money in search of the next blockbuster why superstars are paid unimaginable sums and how digital technologies are transforming the entertainment landscape Full of inside stories emerging from her unprecedented access to some of the world's most successful entertainment brands Blockbusters is destined to become required reading for anyone seeking to understand how the entertainment industry really works and how to navigate today's high stakes business world at large Convincing Elberse's Blockbusters builds on her already impressive academic résumé to create an accessible and entertaining book Financial Times American Blockbuster Charles R. Acland, 2020-07-24 Ben Hur 1959 Jaws 1975 Avatar 2009 Wonder Woman 2017 the blockbuster movie has held a dominant position in American popular culture for decades In American Blockbuster Charles R Acland charts the origins impact and dynamics of this most visible entertaining and disparaged cultural form Acland narrates how blockbusters emerged from Hollywood's turn to a hit driven focus during the industry's business crisis in the 1950s Movies became bigger louder and more spectacular They also became prototypes for ideas and commodities associated with the future of technology and culture accelerating the prominence of technological innovation in modern American life Acland shows that blockbusters continue to be more than just movies they are industrial strategies and complex cultural machines designed to normalize the ideologies of our technological age **Beyond the**

Blockbusters Rebekah Fitzsimmons, Casey Alane Wilson, 2020-03-18 Contributions by Megan Brown Jill Coste Sara K Day Rachel Dean Ruzicka Rebekah Fitzsimmons Amber Gray Roxanne Harde Tom Jesse Heidi Jones Kaylee Jangula Mootz Leah Phillips Rachel L Rickard Rebellino S R Toliver Jason Vanfosson Sarah E Whitney and Casey Alane Wilson While critical and popular attention afforded to twenty first century young adult literature has exponentially increased in recent years classroom materials and scholarship have remained static in focus and slight in scope Twilight The Hunger Games The Fault in Our Stars and The Hate U Give overwhelm conversations among scholars and critics but these are far from the only texts

in need of analysis Beyond the Blockbusters Themes and Trends in Contemporary Young Adult Fiction offers a necessary remedy to this limiting perspective bringing together essays about the many subgenres themes and character types that have until now been overlooked The collection tackles a diverse range of topics modern updates to the marriage plot fairy tale retellings in dystopian settings stories of extrajudicial police killings and racial justice The approaches are united though by a commitment to exploring the large scale generic and theoretical structures at work in each set of texts As a collection Beyond the Blockbusters is an exciting entryway into a field that continues to grow and change even as its works captivate massive audiences It will prove a crucial addition to the library of any scholar or instructor of young adult literature

Streaming, Sharing, Stealing Michael D. Smith, Rahul Telang, 2017-08-25 How big data is transforming the creative industries and how those industries can use lessons from Netflix Amazon and Apple to fight back The authors explain gently yet firmly exactly how the internet threatens established ways and what can and cannot be done about it Their book should be required for anyone who wishes to believe that nothing much has changed The Wall Street Journal Packed with examples from the nimble footed who reacted quickly to adapt their businesses to laggards who lost empires Financial Times Traditional network television programming has always followed the same script executives approve a pilot order a trial number of episodes and broadcast them expecting viewers to watch a given show on their television sets at the same time every week But then came Netflix s House of Cards Netflix gauged the show s potential from data it had gathered about subscribers preferences ordered two seasons without seeing a pilot and uploaded the first thirteen episodes all at once for viewers to watch whenever they wanted on the devices of their choice In this book Michael Smith and Rahul Telang experts on entertainment analytics show how the success of House of Cards upended the film and TV industries and how companies like Amazon and Apple are changing the rules in other entertainment industries notably publishing and music We re living through a period of unprecedented technological disruption in the entertainment industries Just about everything is affected pricing production distribution piracy Smith and Telang discuss niche products and the long tail product differentiation price discrimination and incentives for users not to steal content To survive and succeed businesses have to adapt rapidly and creatively Smith and Telang explain how How can companies discover who their customers are what they want and how much they are willing to pay for it Data The entertainment industries must learn to play a little moneyball The bottom line follow the data

Animating Unpredictable Effects Jordan Gowanlock, 2021-05-28 Uncanny computer generated animations of splashing waves billowing smoke clouds and characters flowing hair have become a ubiquitous presence on screens of all types since the 1980s This Open Access book charts the history of these digital moving images and the software tools that make them Unpredictable Visual Effects uncovers an institutional and industrial history that saw media industries conducting more private R D as Cold War federal funding began to wane in the late 1980s In this context studios and media software companies took concepts used for studying and managing unpredictable systems like markets weather and fluids

and turned them into tools for animation Unpredictable Visual Effects theorizes how these animations are part of a paradigm of control evident across society while at the same time exploring what they can teach us about the relationship between making and knowing

The Long Tail Theory for Business 50minutes,2015-09-02 Find your niche and future proof your business This book is a practical and accessible guide to understanding and implementing the long tail theory providing you with the essential information and saving time In 50 minutes you will be able to Understand the uses of the long tail theory in the digital product market and how you can use it to sell products and for search engine optimization Identify the products in your portfolio that make up the head and tail sections of the long tail theory and use these findings to form your strategy Learn about how you can increase future profitability using Chris Anderson s strategy of selling less of more ABOUT 50MINUTES COM Management Marketing 50MINUTES COM provides the tools to quickly understand the main theories and concepts that shape the economic world of today Our publications are easy to use and they will save you time They provide elements of theory and case studies making them excellent guides to understand key concepts in just a few minutes In fact they are the starting point to take action and push your business to the next level *Business of Staffing: A Talent Agenda* Ganesh Shermon,Kavita Shermon,2016-01-26 Staffing is today s Talent Agenda A culture in which staff can work without encumbrances and to attract and retain top talent is the one that works Policies and programs vision and values strategies and goals risks and reward demand and supply pain and gain love and hate all have to singularly focus on managing talent Enterprises have lost their ability to command and control talent Its all about Supply versus demand Today talent rules In a good way The book deals with the concept of Business of Staffing keeping Talent Agenda as its core purpose Based on an empirical research spread over 10 years the analysis brings to bear the changed nature of talent management as they impact corporate organizations and goes beyond competencies testing or talent issues With a focus on building sustainable talent stars the book covers a wide variety of case examples expert opinions consulting experience leading practices in corporate organizations and global examples of trends and innovations *Understanding the Music Business* Dick Weissman,2017-05-12 In today s fast moving music industry what does it take to build a life long career Now more than ever all those working in music need to be aware of many aspects of the business and take control of their own careers Understanding the Music Business offers students a concise yet comprehensive overview of the rapidly evolving music industry rooted in real world experiences Anchored by a wealth of career profiles and case studies this second edition has been updated throughout to include the most important contemporary developments including the advent of streaming and the shift to a DIY paradigm A new Both Sides Now feature helps readers understand differing opinions on key issues Highly readable Understanding the Music Business is the perfect introduction for anyone seeking to understand how musical talents connect to making a living

The Great Acceleration Robert Colvile,2016-04-07 Flash crashes Speed dating Instant messaging From the devices we carry to the lives we lead everything is getting faster faster But where did this great

acceleration come from And where will it lead In this vitally important new book Robert Colvile explains how the cult of disruption in Silicon Valley the ceaseless advance of technology and our own fundamental appetite for novelty and convenience have combined to speed up every aspect of daily life Drawing on the latest research this book traces the path of this acceleration through our working and social lives the food we buy and the music to which we listen It explains how it s transforming the media politics and the financial markets and asks whether our bodies and the natural environment can cope As we race towards the future into a world packed with new technologies new ideas and new discoveries this scintillating and engrossing book is an invaluable must read guide to the wonders and dangers that await us

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