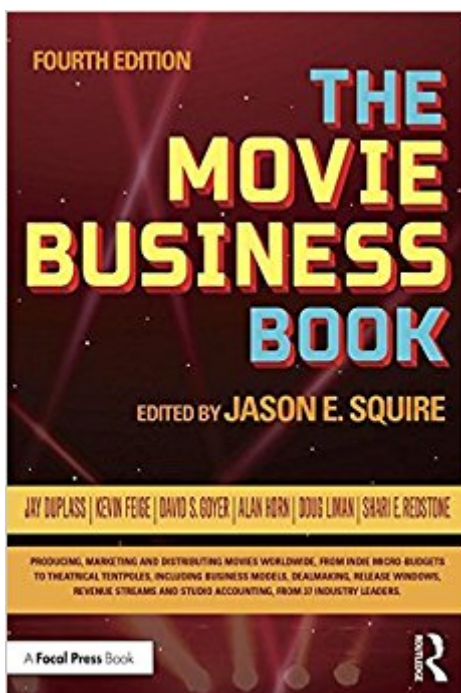


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The Movie Business Book



Synopsis

Drawing from a variety of experts in an industry that has seen major disruptions and technology advancements since the third edition, *The Movie Business Book* offers a comprehensive, authoritative overview of this fascinating, global business. A must-read for film students and industry newcomers, this new edition features key movers and shakers, such as filmmaker-actor Jay Duplass, (*The Puffy Chair*, *Cyrus*), Marvel Studios President Kevin Feige, Walt Disney Studios Chairman Alan Horn, director Doug Liman (*Edge of Tomorrow*, *Mr. and Mrs. Smith*, *Bourne Identity*), National Amusements President Shari E. Redstone, Warner Bros. Pictures Worldwide Marketing Executive Vice President Blair Rich, and many others. A definitive sourcebook, it covers the nuts-and-bolts details about financing, revenue streams, marketing, globalization, micro-budgets and much more.

Book Information

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Customer Reviews

"As storytellers, it's vital to know both creative and business issues. This book is a valuable source for navigating your career." — Stan Lee, Founder, Board Chairman, Chief Creative Officer, POW! Entertainment "A valuable book full of smarts and straight talk. I use it in my class at USC." — Leonard Maltin, Film Critic and Historian "If anyone is still crazy enough to want to be in the movie business, they should absolutely read this book!" — Tom Rothman, Chairman, Motion Picture Group, Sony Pictures Entertainment "This book covers all the bases for anyone interested in film, from running a studio to distributing your own indie film. Squire has

assembled an impressive group of professionals who make their living making movies. Who better to learn from?" — Mary Sweeney, Chair, Film Independent Board of Directors

Jason E. Squire is Associate Professor of Practice at the USC School of Cinematic Arts. His longstanding research helped establish "movie business" as a distinct area of academic study. Global honors include Visiting Professor, Beijing Film Academy and Master of Entertainment Studies, DeTao Masters Academy, Shanghai. After an executive career of work with United Artists, 20th Century-Fox, and with producer Alberto Grimaldi (Gangs of New York; Fellini Satyricon; The Good, The Bad and The Ugly), Squire joined the USC faculty. He has lectured in China, Japan and the United Kingdom. Media appearances include CCTV-6; China Daily; CNN Money; La Opinion; Le Monde; Los Angeles Times; Marketplace; NHK Japan; Reuters; The New York Times; Variety; Wall Street Journal.

not new

This is a must read for anyone that want's to be in the film industry. Not only is it informative and well-written, it breaks down the film industry in a way that's both comprehensive and easy to follow. From the different tiers of production to film financing, this book covers it all.

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