



The International Film Business A Market Guide Beyond Hollywood (Chinese Edition)

Augus Fanny

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The International Film Business examines the independent film sector as a business, and addresses the specific skills and knowledge it demands. It describes both the present state of the industry, the significant digital and social media developments that are continuing to take place, and what changes these might effect. The International Film Business: describes and analyses the present structure of the film industry as a business, with a specific focus on the film value chain discusses and analyses current digital technology and how it potentially may change the structure and opportunities offered by the industry in the future provides information and advice on the different business and management skills and strategies includes case studies on a variety of films including The Guard (2011), The King's Speech (2010), The Best Exotic Marigold Hotel (2012), Cloverfield (2008), Pobby & Dingan (aka Opal Dream, 2005), Confessions of a Dangerous Mind (2002), The Reckoning (2002)and The Mother (2003), and company case studies on Pixar, Renaissance, Redbus and Zentropa. Further case studies on films that failed to go into production include Neil LaBute's Vapor and Terry Gilliam's Good Omens. Taking an entrepreneurial perspective on what future opportunities will be available to prepared and informed students and emerging practitioners, this text includes case studies that take students through the successes and failures of a variety of real film companies and projects and features exclusive interviews with leading practitioners in all sectors of the industry, from production to exhibition.

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