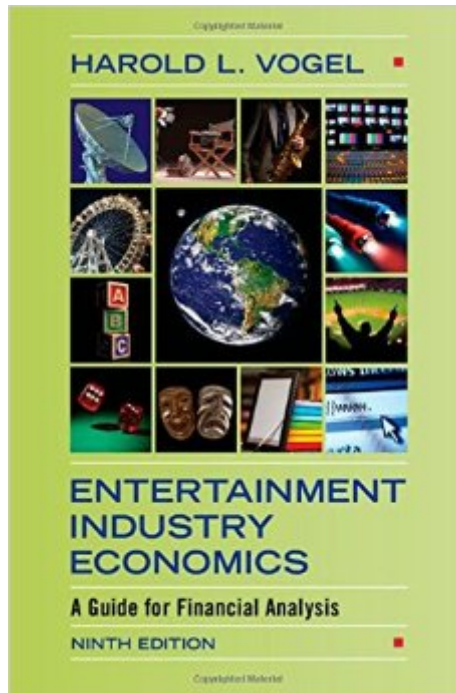


The book was found

Entertainment Industry Economics: A Guide For Financial Analysis



Synopsis

The entertainment and media industries, already important sectors of the U.S. economy, continue to grow rapidly in other countries around the world. This ninth edition of Entertainment Industry Economics continues to be the definitive source on the economics of film, music, television, advertising, broadcasting, cable, casino and online wagering, publishing, performing arts and culture, toys and games, sports, and theme parks. It synthesizes a vast amount of data to provide a clear, comprehensive, and up-to-date reference guide on the economics, financing, accounting, production, and marketing of entertainment in the United States and overseas. Completely updated, it includes new sections on price effects, art markets, and Asian gaming. Financial analysts and investors, economists, industry executives, accountants, lawyers, regulators and legislators, and journalists, as well as students preparing to join these professionals, will benefit from this invaluable guide on how the entertainment and media industries operate.

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Customer Reviews

I moved from a CPG company into a marketing role at an entertainment company and this book really helped me grasp the fundamentals of the business. If you want to understand how the entertainment industry works from an economic/theoretical perspective, this book is great.

This isn't light reading -- it's intended for securities analysts and investors -- but it doesn't assume prior knowledge of economics, mathematical formulas are sparingly provided only to supplement the plain-language explanations of financial concepts, and the many, many anecdotes are fascinating.

For writers, independent producers, and actors, the chapters on the finance of film-making and distribution are indispensable. Time well spent.

could not see any of the images & graphs on the Kindle version.

Provides a deep analysis of the Entertainment Industry. Book came as advertised. Great read and I can tell it will be a very valuable resource for my career.

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