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enjoy reading about how the entertainment business makes money this is the book for you. It was very interesting. The book is well researched and loaded with examples.

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All in all, just as blockbuster bets at first glance seem risky but upon closer examination may in fact be the safer choice, releasing those bets in a manner that emphasizes big openings may seem to only heighten the risk but is often the smartest approach.

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~~Hit-making, Risk-taking, and~~

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Blockbusters: Hit-making,

Risk-taking, and the Big

Business of Entertainment.

By: Anita Elberse. Format:

Print ... building a

business around blockbuster

products—the movies,

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television shows, songs, and books that are hugely expensive to produce and market—is the surest path to long-term success. Along the way, I reveal why entertainment ...

~~Blockbusters: Hit making, Risk taking, and the Big ...~~

Blockbusters NPR coverage of Blockbusters: Hit-Making, Risk-Taking, and the Big Business of Entertainment by Anita Elberse. News, author interviews, critics' picks and more.

~~Blockbusters : NPR~~

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~~Amazon.com: Customer
reviews: Blockbusters: Hit-
making ...~~

Now Elberse has published
"Blockbusters: Hit-making,
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(Henry Holt), which is a
response to Anderson's long-
tail theory, and in many
ways a ...

~~Blockbluster | The New
Yorker~~

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~~Amazon.com: Customer reviews: Blockbusters: Hit-making ...~~

She's just written a book called Blockbusters: Hit-making, Risk-taking, and the Big Business of Entertainment - and she says the title doesn't just apply to movies.

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~~'Blockbusters': Go Big Or Go Home, Says Harvard Professor~~
~~Business Of Entertainment~~
...

Blockbusters Hit-making,
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Anita Elberse. Henry Holt
and Co.

~~Blockbusters | Anita Elberse~~
~~| Macmillan~~

Anita Elberse, the Lincoln
Filene Professor of Business
Administration at the
Harvard Business School, is
one of the youngest female
professors to be awarded
tenure in the School's
history. Her work has been
featured in The New York
Times, The Wall Street
Journal, Variety, and

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Fortune. She is the author of *Blockbusters: Hit-making, Risk-taking, and the Big Business of Entertainment*.

~~Blockbusters: Hit-making,
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As someone who favors niche movies and TV, Anita Elberse's thesis that entertainment businesses need their blockbusters and superstars to thrive is a sobering reality. I mean, the math actually works in favor of the big risk taker. You just need the millions pull it off. Economics has predicted this trend for a while and it's expected to scale.

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~~Blockbusters: Hit-making,
Risk-taking, and the Big
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Elberse, Anita,

Blockbusters: Hit-making,
Risk-taking and the Big
Business of Entertainment,
Scribe, Melbourne, 2013,
ISBN 9 7819 2207 0692 (pb),
307 pp., A\$32.99. Whether
digital technologies will
spell the end of the
blockbuster is a hotly
debated issue in the
entertainment industry.

~~Elberse, Anita,
Blockbusters: Hit-making,
Risk-taking and ...~~

Elberse, 40, expands on her
contrarian notion in her new
book "Blockbusters: Hit-
making, Risk-taking, and the

Download File PDF Blockbusters Hit Making Risk Taking And The Big Business Of Entertainment” (Henry Holt & Co.). In an exclusive excerpt below,...

~~Anita Elberse: Harvard
Business Professor on Art of
...~~

An interview with Harvard
Business School professor
Anita Elberse, author of
“Blockbusters: Hit-making,
Risk-taking, and the Big
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(Henry Holt, 2013) ISBN
9780805094336 References [
edit] ^ Gomes, Lee (July 2,
2008).

~~Anita Elberse — Wikipedia~~
Monday 12/23/2013. Harvard
Professor of Business
Administration Anita Elberse
introduces her book,
"Blockbusters: Hit-Making,
Risk-Taking, and the Big
Business of Entertainment."
People in this video.

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