

Film Marketing into the Twenty-First Century

From British Film Institute

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From British Film Institute : Film Marketing into the Twenty-First Century before purchasing it in order to gauge whether or not it would be worth my time, and all praised Film Marketing into the Twenty-First Century:

How do you sell British humour to a French audience? Could piracy actually be good for the film business? Why are The Hobbit's revolutionary technologies not mentioned in some adverts? Exploring these questions and many more,

Film Marketing into the Twenty-First Century draws on insights from renowned film academics and leading industry professionals to chart the evolution of modern film marketing. The first part of the book focuses on geographical considerations, showing how marketers have to adapt their strategies locally as films travel across borders. The second covers new marketing possibilities offered by the Internet, as Vine, Facebook and other participative websites open new venues for big distributors and independents alike. Straddling practical and theoretical concerns and including case studies that take us from Nollywood to Peru, this book provides an accessible introduction to the key issues at stake for film marketing in a global era.

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