

Marketing To Moviegoers: A Handbook Of Strategies Used By Major Studios And Independents - Robert Marich

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"Marketing to Moviegoers" is the essential guide to film marketing. Although there are many resources available about how to make a film, there are few about how to get your film seen once it's made and none that reveal the closely-guarded marketing secrets of the major motion picture studios. The author goes right to the source and provides data, quotes, and insights from high profile industry professionals and information on market research that the major studios don't want the moviegoing public to know. This book will be indispensable for film marketing executives, consumer product marketers, students, and people new to the filmmaking field. It provides practical data, such as templates for advertising campaigns of different sizes, solutions, and an insight into the complicated movie marketing process. Armed with the strategies that Hollywood professionals would prefer not to share, film professionals and marketing professionals alike will have a leg up in this complicated business. Author: Marich, Robert Publisher: Focal Press Illustration: N Language: ENG Title: Marketing to Moviegoers: A Handbook of Strategies Used by Major Studios and Independents Pages: 00312 (Encrypted EPUB) / 00312 (Encrypted PDF) On Sale: 2005-04-18 SKU-13/ISBN: 9780240806877 Category: Performing Arts : Film & Video - General

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