

Entertainment Industry Economics - Harold L. Vogel

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The entertainment industry is one of the largest sectors of the U.S. economy and is in fact becoming one of the most prominent globally as well, in movies, music, television programming, advertising, broadcasting, cable, casino gambling and wagering, publishing performing arts, sports, theme parks, toys and games. The eighth edition of Entertainment Industry Economics differs from its predecessors by inclusion of a new section on the legal aspects and limitations common to all such 'experience' industries, reference to the emerging field of the psychology of entertainment, partial restructuring and expansion of the music chapter, enhancement of the section on advertising, and broadening of the coverage in the gaming and wagering chapter. The result is a comprehensive, up-to-date reference guide on the economics, financing, production and marketing of entertainment in the United States and overseas, that will interest investors, business executives, accountants, lawyers and arts administrators. Author: Vogel, Harold L. Publisher: Cambridge University Press Illustration: N Language: ENG Title: Entertainment Industry Economics Pages: 00680 (Encrypted PDF) On Sale: 2010-12-20 SKU-13/ISBN: 9781107003095 Category: Business & Economics : Industries - General Category: Business & Economics : Management - General Category: Business & Economics : Economics - General

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