



## Blockbusters: Hit-Making, Risk-Taking, and the Big Business of Entertainment

By Anita Elberse

BRILLIANCE AUDIO, United States, 2014. CD-Audio. Book Condition: New. Unabridged. 173 x 137 mm. Language: English . Brand New. Why the future of popular culture will revolve around ever bigger bets on entertainment products, by one of Harvard Business School's most celebrated professors What's behind the phenomenal success of entertainment businesses such as Warner Bros., Marvel Entertainment, and the NFL along with such stars as Jay-Z, Lady Gaga, and LeBron James? Which strategies give leaders in film, television, music, publishing, and sports an edge over their rivals? Anita Elberse, Harvard Business School's expert on the entertainment industry, has done pioneering research on the worlds of media and sports for more than a decade. Now, in this groundbreaking audiobook, she explains a powerful truth about the fiercely competitive world of entertainment: building a business around blockbuster products—the movies, television shows, songs, and books that are hugely expensive to produce and market is the surest path to long-term success. Along the way, she reveals why entertainment executives often spend outrageous amounts of money in search of the next blockbuster, why superstars are paid unimaginable sums, and how digital technologies are transforming the entertainment landscape. Full of inside stories...



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