[Mobile book] Entertainment Industry Economics

Entertainment Industry Economics

Harold L. Vogel
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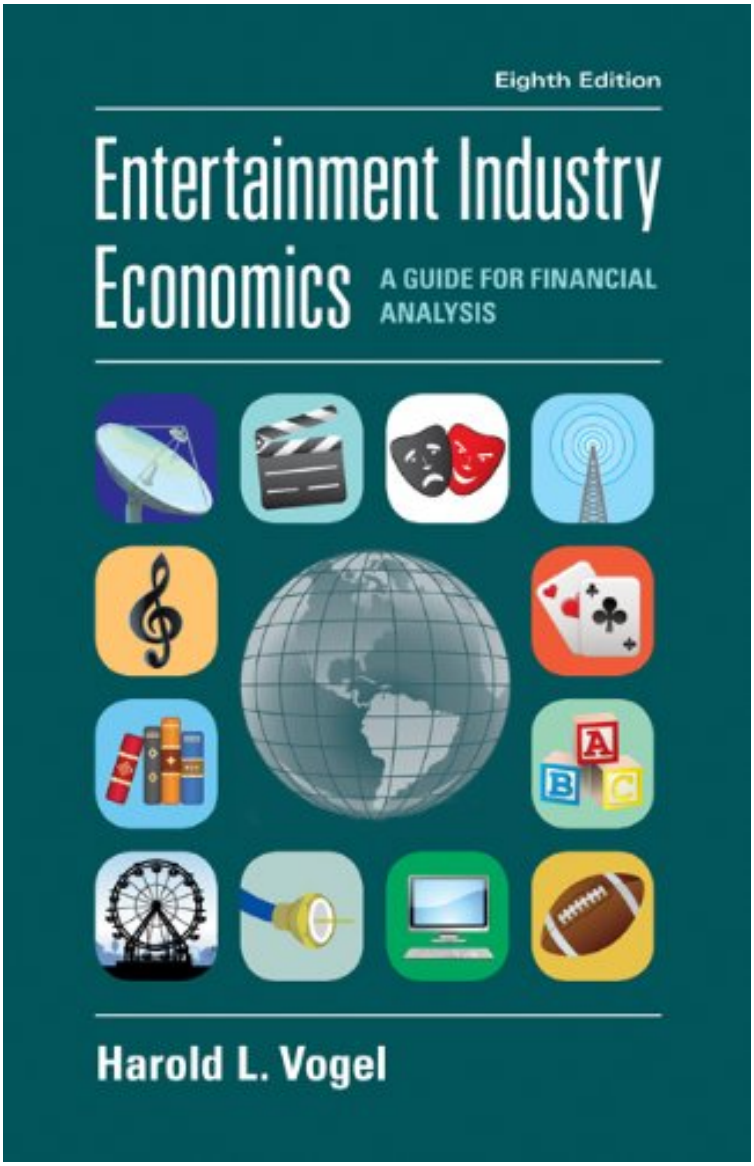

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assume prior knowledge of economics, mathematical formulas are sparingly provided only to supplement the plain-language explanations of financial concepts, and the many, many anecdotes are fascinating. For writers, independent producers, and actors, the chapters on the finance of film-making and distribution are indispensable. Time well spent.1 of 1 people found the following review helpful. The standard. Epic.By Doctor BobI own every edition since the fourth, and you can't get by without it. I teach a course on Sports and Entertainment Econ and Vogel's book is an invaluable reference for both me and my students to help connect the theory we teach to the practice we see in the real world.

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.

About the AuthorHarold L. Vogel is author of Financial Market Bubbles and Crashes (Cambridge University Press, 2010) and Travel Industry Economics: A Guide for Financial Analysis (Cambridge University Press, 2001), the latter of which is a companion volume to this textbook. He was senior entertainment industry analyst at Merrill Lynch and Co. for 17 years and was ranked as top entertainment industry analyst for 10 years by Institutional Investor magazine. Mr Vogel frequently writes and speaks on investment topics related to entertainment and media, leisure and travel and currently heads an independent investment and consulting firm in New York City.