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Gregory Bernstein

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Gregory Bernstein : Understanding the Business of Entertainment: The Legal and Business Essentials All Filmmakers Should Know (American Film Market Presents) before purchasing it in order to gage whether or not it would be worth my time, and all praised Understanding the Business of Entertainment: The Legal and Business Essentials All Filmmakers Should Know (American Film Market Presents):

0 of 0 people found the following review helpful. I have it as a good legal reference in my officeBy CustomerThe author does a superb job of communicating the legal complexities of the music and film industries. If you are in one of those industries but are not legally or technically minded, this book is for you. If you want to learn the inner workings between the legal and business side of the entertainment industry, look no further. This book would be an immense value to those getting started in the entertainment business. I have it as a good legal reference in my office; though, it

is no substitute for a good entertainment lawyer (but they are so expensive).0 of 0 people found the following review helpful. Interesting, easy comprehensive readBy EmmaLAs someone who has zero knowledge about the entertainment industry before reading (with plans to move to LA), this book gives a comprehensive insight into the entertainment world in a way that's interesting and easily understandable. Great base for people looking to move into the industry or just want an overview.2 of 2 people found the following review helpful. Look No Further!By Amena KamelLook no further. This is the go to book if you are in any way at all interested in the film industry. The author manages to not only weave you through the ins and outs of how nearly all aspects of the industry operates but also makes you feel as if you are part of it already. Personally, I've had enough with reads that make you feel inadequate, like an outsider reading about the most complicated subject ever. Gregory Bernstein's book here does just the opposite for the reader. He invites and welcomes the reader to learn the business. In fact, the read gives you a jolt of excitement for the world of Film, because you feel more confident about your placement and knowledge about the field. There is a wealth of knowledge picked up from the read that is irreplaceable. The materials in this book have proven a jewel for me, personally, overseas at the Le Marcheacut; du Film at Cannes, one of the most cut throat film markets in the world. Whether you are a writer, director, lawyer, musician, or want anything to do with Film, this is the book for you.

Understanding the Business of Entertainment: The Legal and Business Essentials All Filmmakers Should Know is an indispensable guide to the business aspects of the entertainment industry, providing the legal expertise you need to break in and to succeed. Written in a clear and engaging tone, this book covers the essential topics in a thorough but reader-friendly manner and includes plenty of real-world examples that bring business and legal concepts to life. Whether you want to direct, produce, write, edit, photograph or act in movies, this book covers how to find work in your chosen field and examines the key provisions in employment agreements for creative personnel. If you want to make films independently, you'll find advice on where to look for financing, what kinds of deals might be made in the course of production, and important information on insurance, releases, and licenses. Other topics covered include: Hollywood's growth and the current conglomerates that own most of the mediaHow specific entertainment companies operate, including facts about particular studios and employee tasks.How studios develop projects, manage production, seek out independent films, and engage in marketing and distributionThe kinds of revenues studios earn and how they account for these revenuesHow television networks and new media-delivery companies like Netflix operate and where the digital revolution might take those who will one day work in the film and TV businessAs an award-winning screenwriter and entertainment attorney, Gregory Bernstein give us an inside look at the business of entertainment. He proves that knowing what is behind filmmaking is just as important as the film itself.

About the AuthorGregory Bernstein has worked in the entertainment business for the past 33 years from both the business and creative sides -- as an entertainment attorney, studio business affairs executive, WGA union senior executive, and award-winning screenwriter. After graduating from the UCLA Law School in 1980, Bernstein practiced entertainment law for two years at Orsquo;Melveny Myers, an international law firm.He then worked for six years as vice-president of business affairs at Columbia and Tri-Star Pictures, negotiating more than a hundred acting, directing, producing, writing, rights, financing and distribution agreements.Following his studio executive years, Bernstein enrolled in the film directing program at the American Film Institute where he earned an MFA degree. Since leaving AFI, he has received writing credit on three films: The Conspirator, which was released in 2011 and directed by Robert Redford, and for which he was awarded the Humanitas Prize; Trial and Error, which starred Charlize Theron, Michael Richards and Jeff Daniels; and Call Me Claus, which starred Whoopi Goldberg. He has also sold scripts to Disney and Dreamworks. In 2003, Bernstein took a sabbatical from writing and entered the Kennedy School of Government at Harvard University where he received a masters's degree in public administration. Upon returning to Los Angeles, he served as the assistant executive director of the Writers Guild of America, Westnbsp;from 2004 until 2006. Since 2012, along with screenwriting, he has also taught film at Arizona State University.