

High Concept Movies And Marketing In Hollywood Texas Film Studies Series

A Hollywood producer provides an insider's look at filmmaking in Hollywood, offering views and tales of some of the leading actors, directors, screenwriters, and industry executives.

The Cold War was a media phenomenon. It was a daily cultural political struggle for the hearts and minds of ordinary people—and for government leaders, a struggle to undermine their enemies' ability to control the domestic public sphere. This collection examines how this struggle played out on screen, radio, and in print from the late 1970s through the early 1990s, a time when breaking news stories such as Ronald Reagan's "Star Wars" program and Mikhail Gorbachev's policy of glasnost captured the world's attention. Ranging from the United States to the Soviet Union and China, these essays cover photojournalism on both sides of the Iron Curtain, Polish punk, Norwegian film, Soviet magazines, and more, concluding with a contribution from Stuart Franklin, one of the creators of the iconic "Tank Man" image during the Tiananmen Square protests. By investigating an array of media actors and networks, as well as narrative and visual frames on a local and transnational level, this volume lays the groundwork for writing media into the history of the late Cold War.

'Stimulating, intelligent and enjoyable discussions of the most important issues of our day.' STEVEN PINKER 'From entrepreneurs to athletes, and world leaders to entertainers, this is a fascinating collection of interviews with some of the world's most influential individuals.' MARK CUBAN 'Thought Economics is a fine rebuke to the soundbite culture; these interviews are driven by real curiosity, and there is a wealth of wisdom here.' EDWARD STOURTON _____ Since 2007, entrepreneur and philanthropist Vikas Shah has been on a mission to interview the people shaping our century. Including conversations with Nobel prizewinners, business leaders, politicians, artists and Olympians, he has been in the privileged position of questioning the minds that matter on the big issues that concern us all. We often talk of war and conflict, the economy, culture, technology and revolutions as if they are something other than us. But all these things are a product of us - of our ideas, our dreams and our fears. We live in fast-moving and extraordinary times, and the changes we're experiencing now, in these first decades of the twenty-first century, feel particularly poignant as decisions are made that will inform our existence for years to come. What started out as a personal interest in the mechanisms that inform our views of the world, and a passion for understanding, has grown into a phenomenal compilation of once-in-a-lifetime conversations. In this incredible collection, Shah shares some of his most emotive and insightful interviews to date.

The role of the film marketer is both vital and challenging. Promotion is one of the industry's biggest costs, with the campaign of a large film costing up to half its production budget. Box office results, however, are wildly unpredictable: relatively few films a year make a profit. These market conditions make this a unique industry and film marketing a specific and demanding skill set that requires attention early in the career of any marketing student looking to progress in the industry. This new edition of Film Marketing is a thorough update of the first textbook in film promotion. Like in the first edition, Kerrigan takes a socio-cultural, as well as a business view of film marketing and its impact, covering different approaches to promotion according to different aims and audiences internally and externally, and across the world. This book addresses all areas of film marketing from the rigorous perspective of someone with first-hand knowledge of the trade. This new edition also includes: Additional pedagogy and visual examples to reinforce key points A more international range of cases and coverage of non-Western markets to give a global overview of film marketing across the world New and expanded sections on social media, digital promotion, transmedia and crowdfunding This is the original film marketing text which no engaged film or marketing student should be without.

Designing Web Navigation

Go Teen Writers

Ten Visions for Our Future

An Oral History as Told by Jon Stewart, the Correspondents, Staff and Guests

The Hollywood Empire and the VCR

Ending Discrimination Against People with Mental and Substance Use Disorders

Media and the Cold War in the 1980s

Steven Spielberg once said, "I like ideas, especially movie ideas, that you can hold in your hand. If a person can tell me the idea in twenty-five words or less, it's going to make a pretty good movie." Spielberg's comment embodies the essence of the high concept film, which can be condensed into one simple sentence that inspires marketing campaigns, lures audiences, and separates success from failure at the box office. This pioneering study explores the development and dominance of the high concept movie within commercial Hollywood filmmaking since the late 1970s. Justin Wyatt describes how box office success, always important in Hollywood, became paramount in the era in which major film studios passed into the hands of media conglomerates concerned more with the economics of filmmaking than aesthetics. In particular, he shows how high concept films became fully integrated with their marketing, so that a single phrase ("Just when you thought it was safe to go back in the water...") could sell the movie to studio executives and provide copy for massive advertising campaigns; a single image or a theme song could instantly remind potential audience members of the movie, and tie-in merchandise could generate millions of dollars in additional income.

"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.

Introduction to Business covers the scope and sequence of most introductory business

courses. The book provides detailed explanations in the context of core themes such as customer satisfaction, ethics, entrepreneurship, global business, and managing change. Introduction to Business includes hundreds of current business examples from a range of industries and geographic locations, which feature a variety of individuals. The outcome is a balanced approach to the theory and application of business concepts, with attention to the knowledge and skills necessary for student success in this course and beyond.

Teenage lovers reunited after 50 years.

Dear Martin

The Virgin Suicides

Marketing to Moviegoers

WBCN and the American Revolution

Movies and Marketing in Hollywood

A Handbook of Strategies Used by Major Studios and Independents

What Just Happened?

The lives of the Brody family have been devastated by a shark of relentless fury. To Ellen Brody it is evil incarnate and it must be destroyed.

In this provocative book Terhi Rantanen challenges conventional ways of thinking about globalization and shows how it cannot be understood without studying the role of the media. Rantanen begins with an accessible overview of globalization and the pivotal role of the media.

Explains how Billy Beene, the general manager of the Oakland Athletics, is using a new kind of thinking to build a successful and winning baseball team without spending enormous sums of money.

A filmmaker, visionary, and entrepreneur, George Lucas has not only changed the way we experience film and filmmaking, but also revolutionized film industry practices and standards. George Lucas, on an economic, aesthetic, and cultural level, has contributed more than any other individual to the shaping of the New Hollywood and is one of the most important figures in film history. His contribution to the film industry and our culture can be defined as the "Lucas Effect." Until now Lucas' work has been studied categorically. That is, popular books have been written that focus specifically on his life, his marketing skills, his films, his fans, or his various business accomplishments and practices. This is the first book to weave these threads together into a cohesive, rigorous study that illustrates the far reaching impact and importance of his creative genius. This book is important not only for film academics, students of film criticism and theory, popular culture scholars, and film devotees, but also for industry power brokers, Lucas fans and anyone who is interested in the work, life, and legacy of one of film's most important visionaries, George Lucas.

Jaws the Revenge

Moneyball (Movie Tie-in Edition) (Movie Tie-in Editions)

Theory and Practice

Digital Influencer

Audience-ology

The First International Movie Star

Life Or Movie

Presently, marketing has undergone serious change. Marketers have faced increasing demand to provide quantitative data representative of their work, particularly focusing on sales growth in correlation with a narrow target audience. As marketers strive to cultivate new customers directly, they have turned to a growing area of interest: lead generation - a marketing activity aimed at acquiring direct contacts of prospective customers that have demonstrated some interest in the seller's goods and services. This book has a purely practical purpose, serving as an introductory resource to principles and methods that will enable marketing professionals to raise the number of potential customers and multiply the number of sales typically received. The book describes: - lead generation theory, its basic concepts, and methods of evaluating a return on marketing investments; - customer detection techniques (cold calls, pay-per-click, mailings, events, etc.); - peculiarities and challenges of lead generation campaigns and methods to overcome obstacles; - real stories about the way companies do lead generation and calculate its results. Outstanding Features of the Book - 14 real life case studies. - New trends of lead generation: cadence, market places, content management. - Up-to-date statistics for 2015 and plans for 2016. - Based on multi-industry experience (IT, automotive, education and even public organizations). - The style of the book is simple, charismatic and with humor (contains caricatures, jokes, wise quotes of great businessmen). - Applicable to both B2B and B2C. - The author explains all the lead generation concepts but also gives reasons why they should not be treated rigorously, as every company has its own business features and, thus, ROI and lead criteria. - A special section is dedicated to the challenge of lead generation outsourcing. - As lead generation is based on constant testing and statistics, the author also speaks about software tools helping to run your campaigns and calculate ROI efficiently. The book presents the results of a global benchmark report: "Lead Generation: Strategies and tactics for 2016". This survey covered 259 respondents from information and telecommunication technologies, consulting, banking, wholesale, insurance, auto-dealers, etc.

This is the essential guide for anyone interested in film. Now in its second edition, the text has been completely revised and expanded to meet the needs of today's students and film enthusiasts. Some 150 key genres, movements, theories and production terms are explained and analyzed with depth and clarity. Entries include: * auteur theory* Blaxploitation* British New Wave* feminist film theory* intertextuality* method acting* pornography* Third World Cinema* Vampire movies.

*Includes pictures of Bergman and important people, places, and scenes. *Includes Bergman's own quotes about her

upbringing, films and relationships. *Includes a Bibliography for further reading. "Be yourself. The world worships the original." - Ingrid Bergman Since the early 20th century, film has been embraced as arguably the preeminent international art form. Not only is Hollywood cinema immensely popular around the world, but other nationalities (Bollywood being the greatest current example) have their own thriving industries. Major actors and actresses are not only icons in their parent countries but reach tremendous international fame. However, most actors who become internationally famous do so via the success of the films they make in their native land, without actually leaving their country. One of the most famous early examples is Charlie Chaplin, who reached incredible fame in Asia and Western Europe during the silent cinema era despite having never left the confines of Hollywood. Chaplin's example illustrates how the vast majority of film stars who reach international fame do so through the global success of the films they make within a given industry. This dynamic highlights the uniqueness of Ingrid Bergman's career and her significance as an international film star. Not only were films like *Casablanca* (1942) famous around the world, but she made films in five different languages and film industries. In this regard, she was the rare star who was willing to literally act in films produced in different countries. Bergman's fame cannot be doubted, but the international quality of her career has prevented most people from gaining a complete understanding of her filmography. Moreover, the immense success of her most famous films obscured her other achievements; one of Bergman's persistent lamentations late in her career was that even though she appeared in other films she deemed more significant, the only film of hers that people wanted to discuss was *Casablanca*. As a result, her early films in Sweden, the Italian Neorealist films she made with famous director and future husband Roberto Rossellini, and her French film with Jean Renoir have all been relegated to the margins. Bergman is thus recognized as a Hollywood star rather than an actress who should be identified with an array of different film industries, reducing the enormous scope of her career to a relatively small proportion of her filmography. At the same time, Bergman's personal life reflects the dynamics of the film industry and the relationship between celebrities and American culture more generally. At times during her career, Bergman was the darling of Hollywood, but at other times she was literally a pariah. It is all too common to remember Bergman for her performance in *Casablanca*, forgetting the fact that she was effectively exiled from Hollywood for several years during her romance with Roberto Rossellini. Her life and career amply demonstrated the expectations American culture held for their film stars during the mid-20th century. *Ingrid Bergman: The First International Movie Star* profiles the life and career of one of the world's most famous actresses and entertainment icons. Along with pictures of important people, places, and events, you will learn about Ingrid Bergman like you never have before, in no time at all.

Thoroughly rewritten for today's web environment, this bestselling book offers a fresh look at a fundamental topic of web site development: navigation design. Amid all the changes to the Web in the past decade, and all the hype about Web 2.0 and various "rich" interactive technologies, the basic problems of creating a good web navigation system remain. *Designing Web Navigation* demonstrates that good navigation is not about technology—it's about the ways people find information, and how you guide them. Ideal for beginning to intermediate web designers, managers, other non-designers, and web development pros looking for another perspective, *Designing Web Navigation* offers basic design principles, development techniques and practical advice, with real-world examples and essential concepts seamlessly folded in. How does your web site serve your business objectives? How does it meet a user's needs? You'll learn that navigation design touches most other aspects of web site development. This book: Provides the foundations of web navigation and offers a framework for navigation design Paints a broad picture of web navigation and basic human information behavior Demonstrates how navigation reflects brand and affects site credibility Helps you understand the problem you're trying to solve before you set out to design Thoroughly reviews the mechanisms and different types of navigation Explores "information scent" and "information shape" Explains "persuasive" architecture and other design concepts Covers special contexts, such as navigation design for web applications Includes an entire chapter on tagging While *Designing Web Navigation* focuses on creating navigation systems for large, information-rich sites serving a business purpose, the principles and techniques in the book also apply to small sites. Well researched and cited, this book serves as an excellent reference on the topic, as well as a superb teaching guide. Each chapter ends with suggested reading and a set of questions that offer exercises for experiencing the concepts in action.

The Ultimate Guide to the Branding, Marketing and Promotion of Independent Films & Filmmakers

Lead Generation

KnowThis Marketing Basics 2nd Edition

Bitter Hollywood Tales from the Front Line

Promotional Screen Industries

A Guide to Achieving Influencer Status Online

The Lucas Effect: George Lucas and the New Hollywood

Discusses the making of the movie trilogy based on J.R.R. Tolkien's "The Lord of the Rings," covering topics including filming locations, special effects, costumes, battle scenes, characters, and music.

Discover the fascinating and secretive process of audience testing of Hollywood movies through these first-hand stories from famous filmmakers, studio heads, and stars. Audience-ology takes you to one of the most unknown places in Hollywood—a place where famous directors are reduced to tears and multi-millionaire actors to fits of rage. A place where dreams are made and fortunes are lost. This book is the chronicle of how real people have written and rewritten America's cinematic masterpieces by showing up, watching a rough cut of a new film, and giving their unfettered opinions so that directors and studios can salvage their blunders, or better yet, turn their movies into all-time classics. Each chapter informs an aspect or two of the test-screening process and then, through behind-the-scenes stories, illustrates how that particular aspect was carried out. Nicknamed "the doctor of audience-

ology," Kevin Goetz shares how he helped filmmakers and movie execs confront the misses and how he recommended ways to fix the blockbusters, as well as first-hand accounts from Ron Howard, Cameron Crowe, Ed Zwick, Renny Harlin, Jason Blum, and other Hollywood luminaries who brought you such films as *La La Land*, *Chicago*, *Titanic*, *Wedding Crashers*, *Jaws*, and *Forrest Gump*. *Audience-ology* explores one of the most important (and most underrated) steps in the filmmaking process with enough humor, drama, and surprise to entertain those with only a spectator's interest in film, offering us a new look at movie history.

Written by experts in the field, this dictionary covers all aspects of film studies, including terms, concepts, debates, and movements in film theory and criticism, national, international and transnational cinemas, film history, film movements and genres, film industry organizations and practices, and key technical terms and concepts in 500 detailed entries. Most entries also feature recommendations for further reading and a large number also have web links. The web links are listed and regularly updated on a companion website that complements the printed book. The dictionary is international in its approach, covering national cinemas, genres, and film movements from around the world such as the *Nouvelle Vague*, Latin American cinema, the *L'exploitation* film, Bollywood, Yiddish cinema, the spaghetti western, and World cinema. The most up-to-date dictionary of its kind available, this is a must-have for all students of film studies and ancillary subjects, as well as an informative read for cinephiles and for anyone with an interest in films and film criticism.

Based on the best-selling novel by Jeffrey Eugenides, *The Virgin Suicides* is director Sofia Coppola's evocative debut feature of young love, sex, loss and family pressures in mid-1970s America. Acclaimed by both critics and audiences on release, the film is now viewed as a remarkable and bold feature by a significant female director addressing many issues related to youth, female sexuality and family. This book helps readers understand the film's significance and the stylistic and storytelling choices made by director Coppola. The analysis of the film occurs around three interlocking arguments: the unusual structuring absence in the film, the intricate manner through which music is used in the drama, communication and character creation, and the film's careful and specific referencing of advertising in the 1970s (the decade of the film's narrative). The film's enigmatic structure and unique storytelling devices and their relationship to female adolescence, sexuality and ideology are also considered in depth. Without solving the mysteries of the film, the book is designed to uncover the reasons why the film continues to fascinate viewers so many years after its release.

THE GREAT GATSBY

Thought Economics

How a Radio Station Defined Politics, Counterculture, and Rock and Roll

Story and Style in Modern Movies

The Lord of the Rings

Between Star Wars and Glasnost

Create an irresistible brand image and build an audience of loyal and engaged fans... *Guerrilla Film Marketing* takes readers through each step of the film branding, marketing and promotional process. Tailored specifically to low-budget independent films and filmmakers, *Guerrilla Film Marketing* offers practical and immediately implementable advice for marketing considerations across every stage of the film production process. Written by leading film industry professional Robert G. Barnwell, *Guerrilla Film Marketing* teaches readers how to: Master the fundamentals of guerrilla branding, marketing and promotion; Create an integrated marketing plan and calendar based on realistic budgets and expectations; Develop internet and social media marketing campaigns, including engaging studio and film websites and powerful, marketing-centric IMDb listings; Assemble behind-the-scenes pictures, videos and documentaries; Produce marketing materials such as key art, posters, film teasers, trailers and electronic press kits (aka "EPKs"); and Maximize the marketing impact of events such as test screenings, premiers, film festivals and industry award ceremonies. *Guerrilla Film Marketing* is filled with dozens of step-by-step instructions, checklists, tools, a glossary, templates and other resources. A downloadable eResource also includes a sample marketing plan and audit, a test screening questionnaire, and more.

Estimates indicate that as many as 1 in 4 Americans will experience a mental health problem or will misuse alcohol or drugs in their lifetimes. These disorders are among the most highly stigmatized health conditions in the United States, and they remain barriers to full participation in society in areas as basic as education, housing, and employment. Improving the lives of people with mental health and substance abuse disorders has been a priority in the United States for more than 50 years. The Community Mental Health Act of 1963 is considered a major turning point in America's efforts to improve behavioral healthcare. It ushered in an era of optimism and hope and laid the groundwork for the consumer movement and new models of recovery. The consumer movement gave voice to people with mental and substance use disorders and brought their perspectives and experience into national discussions about mental health. However over the same 50-year period, positive change in American public attitudes and beliefs about mental and substance use disorders has lagged behind these advances. Stigma is a complex social phenomenon based on a relationship between an attribute and a stereotype that assigns undesirable labels, qualities, and behaviors to a person with that attribute. Labeled individuals are then socially devalued, which leads to inequality and discrimination. This report contributes to national efforts to understand and change attitudes, beliefs and behaviors that can lead to stigma and discrimination. Changing stigma in a lasting way will require coordinated efforts, which are based on the best possible evidence, supported at the national level with multiyear funding, and planned and implemented by an effective coalition of representative stakeholders. *Ending Discrimination Against People with Mental and Substance Use Disorders: The Evidence for Stigma Change* explores stigma and discrimination faced by individuals with mental or substance use disorders and recommends effective strategies for reducing stigma and encouraging people to seek treatment and other supportive services. It offers a set of conclusions and recommendations about successful stigma change strategies and the research needed to inform and evaluate these efforts in the United States.

"Life or movie: Which comes first?" is a glimpse into an aspiring screenwriter's mind as he tries to figure out the inner workings of high concept movies. The author starts out with the premise that there are very easy rules that govern storytelling, rules which are universal and tolerate no exceptions. That is how he was led to discard traditional perspectives of movie analysis one after the other (Field, Campbell, Jung, Freud) which all proved to be unfaithful to observable facts. The author proposes then a change of paradigm and a different look at storytelling: fiction is like magic; you cannot explain it or it will break the spell, ruin the magic. But when you think about it, there are no two rational ways of making a rabbit appear from a hat.

How will artificial intelligence change our world within twenty years? A WALL STREET JOURNAL, WASHINGTON POST, AND FINANCIAL TIMES BEST BOOK OF THE YEAR • "This inspired collaboration between a pioneering technologist and a visionary writer of science fiction offers bold and urgent insights."—Yann LeCun, winner of the Turing Award; chief AI scientist, Facebook "Amazingly entertaining . . . Lee and Chen take us on an immersive trip through the future. . . . Eye-opening."—Mark Cuban AI will be the defining development of the twenty-first century. Within two decades, aspects of daily human life will be unrecognizable. AI will generate unprecedented wealth, revolutionize medicine and education through human-machine symbiosis, and create brand-new forms of communication and entertainment. In liberating us from routine work, however, AI will also challenge the organizing principles of our economic and social order. Meanwhile, AI will bring new risks in the form of autonomous weapons and smart technology that inherits human bias. AI is at a tipping point, and people need to wake up—both to AI's radiant pathways and its existential perils for life as we know it. In this provocative, utterly original work, Kai-Fu Lee, the former president of Google China and bestselling author of AI Superpowers, teams up with celebrated novelist Chen Qiufan to imagine our world in 2041 and how it will be shaped by AI. In ten gripping short stories, they introduce readers to an array of eye-opening 2041 settings, such as: • In San Francisco, the "job reallocation" industry emerges as deep learning AI causes widespread job displacement • In Tokyo, a music fan is swept up in an immersive form of celebrity worship based on virtual reality and mixed reality • In Mumbai, a teenage girl rebels when AI's crunching of big data gets in the way of romance • In Seoul, virtual companions with perfected natural language processing (NLP) skills offer orphaned twins new ways to connect • In Munich, a rogue scientist draws on quantum computing, computer vision and other AI technologies in a revenge plot that imperils the world By gazing toward a not-so-distant horizon, AI 2041 offers urgent insights into our collective future—while reminding readers that, ultimately, humankind remains the author of its destiny. Conversations with the Remarkable People Shaping Our Century (fully updated edition)

Ingrid Bergman

Veni, Vidi, Video

The Evidence for Stigma Change

Guerrilla Film Marketing

Save the Last Dance

An Aspiring Screenwriter's Discovery Of . . . : Which Comes First?

NEW YORK TIMES BESTSELLER The complete, uncensored history of the award-winning *The Daily Show with Jon Stewart*, as told by its correspondents, writers, and host. For almost seventeen years, *The Daily Show with Jon Stewart* brilliantly redefined the borders between television comedy, political satire, and opinionated news coverage. It launched the careers of some of today's most significant comedians, highlighted the hypocrisies of the powerful, and garnered 23 Emmys. Now the show's behind-the-scenes gags, controversies, and camaraderie will be chronicled by the players themselves, from legendary host Jon Stewart to the star cast members and writers—including Samantha Bee, Stephen Colbert, John Oliver, and Steve Carell – plus some of *The Daily Show's* most prominent guests and adversaries: John and Cindy McCain, Glenn Beck, Tucker Carlson, and many more. This oral history takes the reader behind the curtain for all the show's highlights, from its origins as Comedy Central's underdog late-night program to Trevor Noah's succession, rising from a scrappy jester in the 24-hour political news cycle to become part of the beating heart of politics—a trusted source for not only comedy but also commentary, with a reputation for calling bullshit and an ability to effect real change in the world. Through years of incisive election coverage, passionate debates with President Obama and Hillary Clinton, feuds with Bill O'Reilly and Fox, and provocative takes on Wall Street and racism, *The Daily Show* has been a cultural touchstone. Now, for the first time, the people behind the show's seminal moments come together to share their memories of the last-minute rewrites, improvisations, pranks, romances, blow-ups, and moments of Zen both on and off the set of one of America's most groundbreaking shows. Hollywood moviemaking is one of the constants of American life, but how much has it changed since the glory days of the big studios? David Bordwell argues that the principles of visual storytelling created in the studio era are alive and well, even in today's bloated blockbusters. American filmmakers have created a durable tradition—one that we should not be ashamed to call artistic, and one that survives in both mainstream entertainment and niche-marketed indie cinema. Bordwell traces the continuity of this tradition in a wide array of films made since 1960, from romantic comedies like *Jerry Maguire* and *Love Actually* to more imposing efforts like *A Beautiful Mind*. He also draws upon testimony from writers, directors, and editors who are acutely conscious of employing proven principles of plot and visual style. Within the limits of the "classical" approach, innovation can flourish. Bordwell examines how imaginative filmmakers have pushed the premises of the system in films such as *JFK*, *Memento*, and *Magnolia*. He discusses generational, technological, and economic factors leading to stability and change in Hollywood cinema and includes close analyses of selected shots and sequences. As it ranges across four decades, examining classics like *American Graffiti* and *The Godfather* as well as recent success like *The Lord of the Rings: The Two Towers*, this book provides a vivid and engaging interpretation of how Hollywood moviemakers have created a vigorous, resourceful tradition of cinematic storytelling that continues to engage audiences around the world.

#1 NEW YORK TIMES BESTSELLER • WILLIAM C. MORRIS AWARD FINALIST • ONE OF TIME MAGAZINE'S 100 BEST YA BOOKS OF ALL TIME After a traffic stop turns violent at the hands of the

police, a young Black teen grapples with racism—and what it means for his future. Critically acclaimed author Nic Stone boldly tackles America's troubled history with race relations in her gripping debut novel. "Raw and gripping." –JASON REYNOLDS, #1 New York Times bestselling co-author of *Stamped: Racism, Anti-Racism, and You Justyce* is a good kid, an honor student, and always there to help a friend—but none of that matters to the police officer who just put him in handcuffs without cause. When faced with injustice, Justyce looks to the teachings of Dr. Martin Luther King Jr. for answers. But do they hold up anymore? He starts a journal to Dr. King to find out. Then comes the day Justyce and a friend spark the fury of an off-duty cop. Words fly, shots are fired, and the boys get caught in the crosshairs. But in the media fallout, it's Justyce who is under attack. "A must-read!" –ANGIE THOMAS, #1 New York Times bestselling author of *The Hate U Give* "Powerful, wrenching." –JOHN GREEN, #1 New York Times bestselling author of *Turtles All the Way Down*

Featured on Forbes as a "marketing book you have to read before your competition!" As seen on Forbes, Entrepreneur Magazine, Inc. Magazine, Search Engine Land, Marketing Land and more. Take control now! Learn how to become an influencer from veteran UCSD teacher, online marketing consultant and CEO, John Lincoln. This book as exact, step-by-step strategies to reaching influence status. Get it now! It is all for a good cause. 100% of proceeds from the first 1,000 books sold will be donated to families where a member is struggling with cancer. Help us reach our goal. Digital Infleuncer Book Description | by John Lincoln, MBA, CEO, Entrepreneur, UCSD Teacher Who will you be in life? Will you be a follower? Or will you be an influencer? Definition Digital Influencer: An online persona with the power to stimulate the mindset and affect the decisions of others through real or perceived authority, knowledge, position, distribution or relationships. This book does not hold anything back. But neither can you if you want to be an influencer. You have to fully dedicate yourself, otherwise it is impossible. Too often, people believe that influencers are born, not made, and that we can't learn how to do what they do. Wrong! You can become an influencer and do so much more quickly if you are focused and know the right steps to take. This practical guide to becoming an influencer in your industry will explain what influence is and how it works. It will show you how to grow your following, build credibility and develop your identity as an authority in your field. It will provide direction in how to educate yourself, create compelling content, harness the power of social media and engage with your community. It will teach you how to build an online persona that is so powerful, a simple social media update or blog post will be able to affect change in your industry. This process works. I have done this for myself and hundreds of clients. This book is your shortcut to reaching influencer status fast. Instead of wasting decades or even your entire life trying to figure out what you need to do, I'm just going to tell you how it works. I'll also help you develop a personal plan. I am going to start off by giving you some important background information and concepts that are critical to know if you want to become an influencer. As we progress, I will give you more specifics regarding tools, strategies and even a timeline. This book is the complete guide to become a leader and influencer in your industry. Buy it now, it will be one of the best investments you have ever made in your career and life. Short Bio – John Lincoln John Lincoln is CEO of Ignite Visibility and a digital marketing teacher at the University of California San Diego. Lincoln has worked with over 400 online businesses and has generated millions in revenue for clients. He is a noted author on Search Engine Land, Marketing Land, Search Engine Journal and Entrepreneur Magazine and has been featured on Forbes, CIO Magazine, Good Morning San Diego, the Union Tribune and more. Lincoln has been awarded top conversion rate expert of the year, top SEO of the year, best social media campaign of the year and top analytics column of the year. In 2014 and 2015, Ignite Visibility was named #1 SEO company in California and top 2 in the nation.

How the Sci-Fi Classic Flopped at the Box Office But Continues to Inspire Fans and Filmmakers

An Introduction and Reader

John Carter and the Gods of Hollywood

Indie Cinema Online

The Way Hollywood Tells It

AI 2041

The Making of the Movie Trilogy

KnowThis: Marketing Basics 2nd edition offers detailed coverage of essential marketing concepts. This very affordable book is written by a marketing professor and covers the same ground as much more expensive books while offering its own unique insights. The book takes a highly applied approach including offering over 150 real-world examples. The new edition includes enhanced

coverage of numerous new developments and how these affect marketing including social networks, mobile device applications ("apps"), neuro-research, group couponing, smartphone payments, quick response codes, to name a few. The new edition also features expanded coverage of globalization, Internet and mobile networks, consumer purchase behavior and much more. The book is ideal for marketing professionals, students, educators, and anyone else who needs to know about marketing. Supported by KnowThis.com, a leading marketing resource. Contents: 1: What is Marketing? 2: Marketing Research 3: Managing Customers 4: Understanding Customers 5: Targeting Markets 6: Product Decisions 7: Managing Products 8: Distribution Decisions 9: Retailing 10: Wholesaling & Product Movement 11: Promotion Decisions 12: Advertising 13: Managing the Advertising Campaign 14: Sales Promotion 15: Public Relations 16: Personal Selling 17: Pricing Decisions 18: Setting Price 19: Managing External Forces 20: Marketing Planning & Strategy Appendix: Marketing to the Connected Customer

Indie Cinema Online investigates the changing nature of contemporary American independent cinema in an era of media convergence. Focusing on the ways in which modes of production, distribution, and exhibition are shifting with the advent of online streaming, simultaneous release strategies, and web series, this book analyzes sites such as SundanceTV, YouTube, Netflix, Hulu, and other online spaces as a means of redefining independent cinema in a digital era. Analyzing the intersections among cinema studies, cultural studies, and new media studies within contemporary convergence culture, author Sarah E.S. Sinwell looks at sites of media convergence that are often ignored within most studies of digital media. Emphasizing the ways in which the forms and technologies of media culture have changed during the age of convergence, this book analyzes contemporary production, distribution, and exhibition practices as a means of examining the changing meanings of independent cinema within digital culture.

From the trailers and promos that surround film and television to the ads and brand videos that are sought out and shared, promotional media have become a central part of contemporary screen life. Promotional Screen Industries is the first book to explore the sector responsible for this thriving area of media production. In a wide-ranging analysis, Paul Grainge and Catherine Johnson explore the intermediaries – advertising agencies, television promotion specialists, movie trailer houses, digital design companies – that compete and collaborate in the fluid, fast-moving world of promotional screen work. Through interview-based fieldwork with companies and practitioners based in the UK, US and China, Promotional Screen Industries encourages us to see promotion as a professional and creative discipline with its own opportunities and challenges. Outlining how shifts in the digital media environment have unsettled the boundaries of ‘promotion’ and ‘content’, the authors provide new insight into the sector, work, strategies and imaginaries of contemporary screen promotion. With case studies on mobile communication, television, film and live events, this timely book offers a compelling examination of the industrial configurations and media forms, such as ads, apps, promos, trailers, digital shorts, branded entertainment and experiential media, that define promotional screen culture at the beginning of the twenty-first century.

How Boston radio station WBCN became the hub of the rock-and-roll, antiwar, psychedelic solar system. While San Francisco was celebrating a psychedelic Summer of Love in 1967, Boston stayed buttoned up and battened down. But that changed the following year, when a Harvard Law School graduate student named Ray Riepen founded a radio station that played music that young people, including the hundreds of thousands at Boston-area colleges, actually wanted to hear. WBCN-FM featured album cuts by such artists as the Mothers of Invention, Aretha Franklin, and Cream, played by announcers who felt free to express their opinions on subjects that ranged from recreational drugs to the war in Vietnam. In this engaging and generously illustrated chronicle, Peabody Award-winning journalist and one-time WBCN announcer Bill Lichtenstein tells the story of how a radio station became part of a revolution in youth culture. At WBCN, creativity and countercultural politics ruled: there were no set playlists; news segments anticipated the satire of The Daily Show; on-air interviewees ranged from John and Yoko to Noam Chomsky; a telephone “Listener Line” fielded questions on any subject, day and night. From 1968 to Watergate, Boston’s WBCN was the hub of the rock-and-roll, antiwar, psychedelic solar system. A cornucopia of images in color and black and white includes concert posters, news clippings, photographs of performers in action, and scenes of joyousness on Boston Common. Interwoven through the narrative are excerpts from interviews with WBCN pioneers, including Charles Laquidara, the “news dissector” Danny Schechter, Marsha Steinberg, and Mitchell Kertzman. Lichtenstein’s documentary WBCN and the American Revolution is available as a DVD sold separately.

How Moviegoers Shape the Films We Love

The Daily Show (The Book)

The Media and Globalization

High Concept

Reverie, Sorrow and Young Love

A Dictionary of Film Studies

The 48 Laws Of Power

A funny thing happened on the way to the movies. Instead of heading downtown to a first-run movie palace, or even to a suburban multiplex with the latest high-tech projection capabilities, many people's first stop is now the neighborhood video store. Indeed, video rentals and sales today generate more income than either theatrical releases or television reruns of movies. This pathfinding book chronicles the rise of home video as a mass medium and the sweeping changes it has caused throughout the film industry since the mid-1970s. Frederick Wasser discusses Hollywood's initial hostility to home video, which studio heads feared would lead to piracy and declining revenues, and shows how, paradoxically, video revitalized the film industry with huge infusions of cash that financed blockbuster movies and massive marketing campaigns to promote them. He also tracks the fallout from the video revolution in everything from changes in film production values to accommodate the small screen to the rise of media conglomerates and the loss of the diversity once provided by smaller studios and independent distributors.

You have a story to tell, don't you? Or maybe you simply want to try your hand at fiction writing.

Perhaps you've given it your best effort, but simply didn't have enough tools in your tool box to finish that first draft. Wherever you're at with this novel-writing thing, popular bloggers Stephanie Morrill, Jill Williamson, and Shannon Dittmore totally understand. They know it's hard to finish a first draft. To stay motivated until the end. To feel like a "real" writer. They know because they've been there too. In *Go Teen Writers: Write Your Novel*, you'll learn: There is no such thing as one right way to write a novel. How to take an idea and give it a beginning, middle, and end. What story structure means and how it strengthens a book. Different approaches to plotting a novel. How to develop characters worth reading about. Strategies for creating memorable storyworlds and settings. What theme is and how to use it to enrich your story. What to do when your first draft is finished. There's no doubt about it. Learning to write a novel from beginning to end is a challenge. But with this book as your guide, you'll see that when you're in possession of the right tools, you're capable of finishing what you start. You'll be empowered and encouraged—as if you had a writing coach (or three!) sitting alongside you.

It took 100 years to bring Edgar Rice Burroughs' *John Carter of Mars* to the big screen. It took Disney Studios just ten days to declare the film a flop and lock it away in the Disney vaults. How did this project, despite its quarter-billion dollar budget, the brilliance of director Andrew Stanton, and the creative talents of legendary Pixar Studios, become a calamity of historic proportions? Michael Sellers, a filmmaker and Hollywood insider himself, saw the disaster approaching and fought to save the project — but without success. In *John Carter and the Gods of Hollywood*, Sellers details every blunder and betrayal that led to the doom of the motion picture — and that left countless Hollywood careers in the wreckage. *JOHN CARTER AND THE GODS OF HOLLYWOOD* examines every aspect of Andrew Stanton's adaptation and Disney's marketing campaign and seeks to answer the question: What went wrong? It includes a history of Hollywood's 100 year effort to bring the film to the screen, and examines the global fan movement spawned by the film.

THE GREAT GATSBY BY F. SCOTT FITZGERALD Key features of this book: * Unabridged with 100% of it's original content * Available in multiple formats: eBook, original paperback, large print paperback and hardcover * Easy-to-read 12 pt. font size * Proper paragraph formatting with Indented first lines, 1.25 Line Spacing and Justified Paragraphs * Properly formatted for aesthetics and ease of reading. * Custom Table of Contents and Design elements for each chapter * The Copyright page has been placed at the end of the book, as to not impede the content and flow of the book. Original publication: 1925 *The Great Gatsby* — The story of the mysteriously wealthy Jay Gatsby and his love for the beautiful Daisy Buchanan, This book is F. Scott Fitzgerald's third book and stands as the supreme achievement of his career. First published in 1925, this classic novel of the Jazz Age has been acclaimed by generations of readers which depicts the life of lavish parties on Long Island is an exquisitely crafted tale of America in the 1920s. This book is great for schools, teachers and students or for the casual reader, and makes a wonderful addition to any classic literary library At Pure Snow Publishing we have taken the time and care into formatting this book to make it the best possible reading experience. We specialize in publishing classic books and have been publishing books since 2014. We now have over 500 book listings available for purchase. Enjoy!

Film Histories

Film Marketing

Introduction to Business

Write Your Novel

Cinema Studies: The Key Concepts

Optimizing the User Experience

THE MILLION COPY INTERNATIONAL BESTSELLER Drawn from 3,000 years of the history of power, this is the definitive guide to help readers achieve for themselves what Queen Elizabeth I, Henry Kissinger, Louis XIV and Machiavelli learnt the hard way. Law 1: Never outshine the master Law 2: Never put too much trust in friends; learn how to use enemies Law 3: Conceal your intentions Law 4: Always say less than necessary. The text is bold and elegant, laid out in black and red throughout and replete with fables and unique word sculptures. The 48 laws are illustrated through the tactics, triumphs and failures of great figures from the past who have wielded - or been victimised by - power.

_____ (From the Playboy interview with Jay-Z, April 2003) PLAYBOY: Rap careers are usually over fast: one or two hits, then styles change and a new guy comes along. Why have you endured while other rappers haven't? JAY-Z: I would say that it's from still being able to relate to people. It's natural to lose yourself when you have success, to start surrounding yourself with fake people. In *The 48 Laws of Power*, it says the worst thing you can do is build a fortress around yourself. I still got the people who grew up with me, my cousin and my childhood friends. This guy right here (gestures to the studio manager), he's my friend, and he told me that one of my records, Volume Three, was wack. People set higher standards for me, and I love it.

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