

Marketing To Moviegoers A Handbook Of Strategies Used By Major Studios And Independents

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Marketing To Moviegoers A Handbook

Marketing to Moviegoers: A Handbook of Strategies and Tactics takes readers carefully through all of the key components of film marketing. From creative strategy, market research, and advertising to publicity, product placement, and distribution to theaters, Marich's book covers everything film professionals need to know to mount a successful marketing campaign.

Marketing to Moviegoers: A Handbook of Strategies and ...

Robert Marich is a business journalist and analyst with more than 25-years of experience covering the film industry. His book, "Marketing to Moviegoers: A Handbook of Strategies and Tactics" is the go-to reference for understanding the marketing and promotional strategies, tactics and methods employed by the major studios.

Amazon.com: Marketing to Moviegoers: A Handbook of ...

"Marketing to Moviegoers" is an incredible way to get insight on all aspects of the film marketing process: from creative ad campaigns, test screenings, media buying strategies, product placement, merchandising and getting to know the distribution strategies for both big studios and independents.

Amazon.com: Marketing to Moviegoers: A Handbook of ...

Overview. While Hollywood executives spend millions of dollars making movies, even more money is poured into selling those films to the public. In the third edition of his comprehensive guidebook, Marketing to Moviegoers: A Handbook of Strategies and Tactics, veteran film and TV journalist Robert Marich plumbs the depths of the methods used by studios to market their films to consumers.

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Marketing to Moviegoers: A Handbook of Strategies and ...

In the second edition of his comprehensive guidebook, Marketing to Moviegoers, veteran film and TV journalist Robert Marich plumbs the depths of the strategies and tactics used by studios to market their films to consumers. Packed with real, While Hollywood executives spend millions of dollars making movies, even more money is poured into selling those films to the public.

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Marketing to Moviegoers : A Handbook of Strategies and ...

"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...

Marketing to Moviegoers: A Handbook of Strategies Used by ...

A highly navigable handbook that breaks down a complicated process into manageable strategies in an easy-to-read style, Marketing to Moviegoers is a must for all professionals and students in...

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A highly navigable handbook that breaks down a complicated process into manageable strategies in an easy-to-read style, Marketing to Moviegoers is a must for all professionals and students in today's rapidly evolving film industry.

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Marketing to Moviegoers: A Handbook of Strategies and ...

What hasn't changed is that Marketing to Moviegoers, third edition, is unique with its easy-to-navigate handbook format, is focused on consumer marketing, and covers the tight-lipped Hollywood major studios, which generate an estimated \$44 billion in revenue annually from all media (including television and video).

Mr. Robert Marich - Marketing to Moviegoers, A Handbook of ...

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Amazon.com: Customer reviews: Marketing to Moviegoers: A ...

"Marketing to Moviegoers: A Handbook of Strategies Used by Major Studios and Independents is an essential guide to film marketing. As digital technology makes it easier to produce films, the volume of films continues to grow, making it more and more difficult to ensure that each individual film has an audience.

Marketing to moviegoers : a handbook of strategies used by ...

In the third edition of his comprehensive guidebook, Marketing to Moviegoers: A Handbook of Strategies and Tactics, veteran film and TV journalist Robert Marich plumbs the depths of the methods used by studios to market their films to consumers.

Marketing to Moviegoers : A Handbook of Strategies and ...

Marketing to moviegoers : a handbook of strategies and tactics, [Robert Marich] -- The most important part of the movie ecosystem--the audience--finally gets the "star" treatment in a book about the film business.

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