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FILM MARKETING (PAPERBACK)



Taylor Francis Ltd, United Kingdom, 2017. Paperback. Condition: New. 2nd New edition. Language: English. Brand New Book. 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...

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- Authored by Finola Kerrigan
- Released at 2017



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