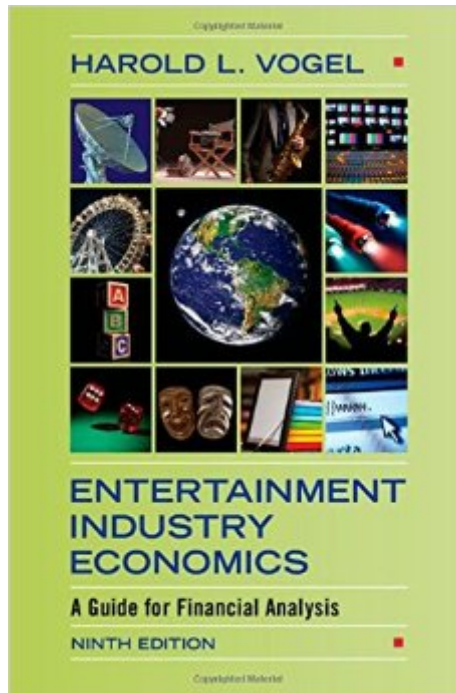


The book was found

# Entertainment Industry Economics: A Guide For Financial Analysis



## Synopsis

The entertainment and media industries, already important sectors of the U.S. economy, continue to grow rapidly in other countries around the world. This ninth edition of Entertainment Industry Economics continues to be the definitive source on the economics of film, music, television, advertising, broadcasting, cable, casino and online wagering, publishing, performing arts and culture, toys and games, sports, and theme parks. It synthesizes a vast amount of data to provide a clear, comprehensive, and up-to-date reference guide on the economics, financing, accounting, production, and marketing of entertainment in the United States and overseas. Completely updated, it includes new sections on price effects, art markets, and Asian gaming. Financial analysts and investors, economists, industry executives, accountants, lawyers, regulators and legislators, and journalists, as well as students preparing to join these professionals, will benefit from this invaluable guide on how the entertainment and media industries operate.

## Book Information

Hardcover: 680 pages

Publisher: Cambridge University Press; 9 edition (December 31, 2014)

Language: English

ISBN-10: 1107075297

ISBN-13: 978-1107075290

Product Dimensions: 6 x 1.6 x 9 inches

Shipping Weight: 2.2 pounds (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars Â Â See all reviews Â (4 customer reviews)

Best Sellers Rank: #205,750 in Books (See Top 100 in Books) #53 in Â Books > Business & Money > Industries > Sports & Entertainment > Entertainment #76 in Â Books > Business & Money > Industries > Performing Arts #315 in Â Books > Textbooks > Business & Finance > Finance

## Customer Reviews

I moved from a CPG company into a marketing role at an entertainment company and this book really helped me grasp the fundamentals of the business. If you want to understand how the entertainment industry works from an economic/theoretical perspective, this book is great.

This isn't light reading -- it's intended for securities analysts and investors -- but it doesn't 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.

could not see any of the images & graphs on the Kindle version.

Provides a deep analysis of the Entertainment Industry. Book came as advertised. Great read and I can tell it will be a very valuable resource for my career.

[Download to continue reading...](#)

Entertainment Industry Economics: A Guide for Financial Analysis The Economics of a Video Game (Economics of Entertainment) Law and Business of the Entertainment Industries, 5th Edition (Law & Business of the Entertainment Industries) Game Localization: Translating for the global digital entertainment industry (Benjamins Translation Library) The Illuminati in Hollywood: Celebrities, Conspiracies, and Secret Societies in Pop Culture and the Entertainment Industry The Financial Manager's Survival Kit: From Survival to Success in the Financial Services Industry Economics of Money, Banking and Financial Markets, The, Business School Edition (4th Edition) (The Pearson Series in Economics) The Economics of Money, Banking and Financial Markets (11th Edition) (The Pearson Series in Economics) Managerial Economics: Foundations of Business Analysis and Strategy (The McGraw-Hill Economics Series) Financial Statement Analysis for Non-Financial Managers: Property and Casualty Insurance Financial Reporting, Financial Statement Analysis and Valuation Financial Reporting and Analysis: Using Financial Accounting Information (with Thomson ONE Printed Access Card) A Question Of Intent: A Great American Battle With A Deadly Industry (Great American Battle with with a Deadly Industry) Analytics: Data Science, Data Analysis and Predictive Analytics for Business (Algorithms, Business Intelligence, Statistical Analysis, Decision Analysis, Business Analytics, Data Mining, Big Data) The Laces of Ipswich: The Art and Economics of an Early American Industry, 1750-1840 Insurance and Behavioral Economics: Improving Decisions in the Most Misunderstood Industry The New Economics for Industry, Government, Education - 2nd Edition The New Economics for Industry, Government, Education (MIT Press) 101 Stumbles in the March of History: What If the Great Mistakes in War, Government, Industry, and Economics Were Not Made? The Event Safety Guide: A Guide to Health, Safety and Welfare at Live Entertainment Events in the United States

[Dmca](#)