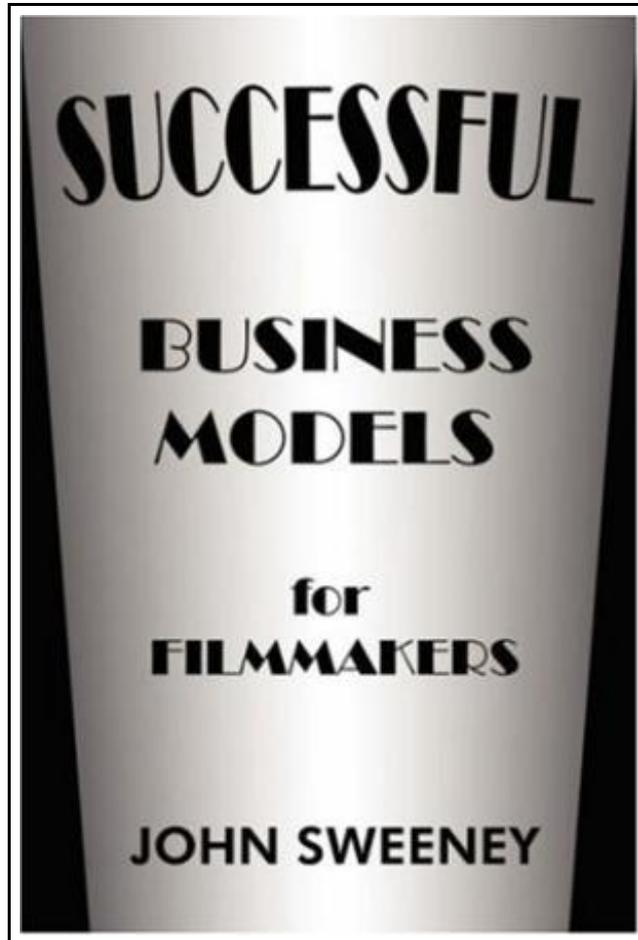


Successful Business Models For Filmmakers



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AUTHORHOUSE, United States, 2007. Paperback. Book Condition: New. 228 x 148 mm. Language: English . Brand New Book ***** Print on Demand *****.Film Business Models All industries and commercial enterprises have business models -the film industry is no different. Hollywood works to a business model and independent filmmakers, no matter what size, need to work to one as well, if they are to be successful. This book teaches you how to build your own film business model and is the only one of its kind that deals comprehensively with all the business aspects of making films, as well as developing a radically new technique for analysing scripts to ascertain their commercial viability. This book explains how to: understand the film industry start and build a successful film company develop film projects build into the script key marketing elements that will make your film attractive to distributors and studios apply modern management techniques to maximise resources create commercially viable film budgets and financial packages for investors manage the filmmaking process from pre-production through to distribution Having a business model doesn t mean losing your originality or creativity, but it does mean you will have a career in the film industry. It also means you will be taken seriously by the people you will need to impress.



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