

Blockbusters Hit Making Risk Taking And The Big Business Of Entertainment

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Blockbusters Hit Making Risk Taking

5.0 out of 5 stars 'Blockbusters : Hit-Making, Risk-Taking, and the Big Business of Entertainment.' - Digital Disruption rocks Entertainment - Digital Disruption rocks Entertainment Reviewed in the United States on March 31, 2014

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Entertainment by Anita Elberse

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She's just written a book called Blockbusters: Hit-making, Risk-taking, and the Big Business of Entertainment — and she says the title doesn't just apply to movies. "It is identified a lot with ...

'Blockbusters': Go Big Or Go Home, Says Harvard Professor ...

Now Elberse has published "Blockbusters: Hit-making, Risk-taking, and the Big Business of Entertainment" (Henry Holt), which is a response to Anderson's long-tail theory, and in many ways a...

Blockbluster | The New Yorker

All in all, just as blockbuster bets at first glance seem risky but upon closer examination may in fact be the safer choice, releasing those bets in a manner that emphasizes big openings may seem to only heighten the risk but is often the smartest approach.

Blockbusters: Hit-making, Risk-taking, and the Big ...

And she has now written her first book - Blockbusters: Hit-Making, Risk-taking, and the Big Business of Entertainment - leveraging her work and knowledge about how the entertainment industry creates big hits.

Blockbusters : Hit-making, Risk-taking, and the Big ...

Blockbusters (Hardcover) Hit-making, Risk-taking, and the Big Business of Entertainment. By Anita Elberse. Henry Holt and Co., 9780805094336, 320pp. Publication Date: October 15, 2013
Other Editions of This Title:

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Blockbusters Hit-making, Risk-taking, and the Big Business of Entertainment. Anita Elberse. Henry Holt and Co.

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Blockbusters: Hit-making, Risk-taking, and the Big Business of Entertainment (Henry Holt, 2013) ISBN 9780805094336

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Anita Elberse - Wikipedia

An interview with Harvard Business School professor Anita Elberse, author of "Blockbusters: Hit-making, Risk-taking, and the Big Business of Entertainment." Movie Reviews Great Movies

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Blockbusters: Hit-making, Risk-taking, and the Big ...

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