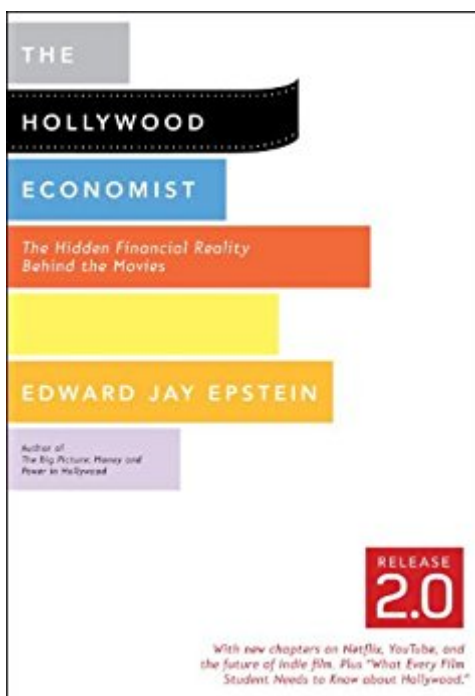


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The Hollywood Economist 2.0: The Hidden Financial Reality Behind The Movies



Synopsis

A fully revised edition of the popular guide to Hollywood finances, updated to reflect even newer films and trends. In a Freakonomics-meets-Hollywood saga, veteran investigative reporter Edward Jay Epstein goes undercover to explore Hollywood's "invisible money machine," probing the dazzlingly complicated finances behind the hits and flops, while he answers a surprisingly difficult question: How do the studios make their money? We also learn: + How and why the studios harvest silver from old film prints ... + Why stars do or don't do their own stunts ... + The future of Netflix: Why the "next big thing" now seems in such deep trouble... + What it costs to insure Nicole Kidman's right knee. + How Hollywood manipulates Wall Street: including the story of the acquisition of MGM wherein a consortium of banks and hedge funds lost some \$5 billion while Hollywood made millions. + Why Arnold Schwarzenegger is considered a contract genius. + The fate of serious fare: How HBO, AMC, and Showtime have found ways to make money offer adult drama, while the Hollywood studios prefer to cater to teen audiences. + Why Lara Croft: Tomb Raider is considered a "masterpiece" of financing ... From the Trade Paperback edition.

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Customer Reviews

This is a truly fascinating book. I read the previous edition in paperback twice and recently purchased the updated version 2.0 for my Kindle. For anyone who has any interest in the Hollywood "system" and how they actually make their money off their products this is a must read. For any one with a casual interest you'll probably still find something to enjoy in it. I loaned my paperback copy for example to a friend of mine to have him just read a couple chapters to discuss while he was on vacation and he came back having read the whole thing. The book goes into great detail without being too wordy as to what makes Hollywood tick and the new way their business works.

I'm an equity analyst that covers some entertainment companies. The Hollywood Economist helped me understand how many in the entertainment industry makes money in a more detailed and nuanced way that I have not seen anywhere else.

mindblowing -- but too short.

I work in the industry and found this book fascinating. Really explains above and below the line costs. Also shows how many movies have recovered their costs before they hit theaters.

An inside look onto the economics of Hollywood. This should be required reading in every film and acting program across the country.

I enjoyed the book because it contains a long investigation about this market. I definitely would recommend this book for anybody willing to be part of this amazing industry.

The hidden reality behind the financial aspects of moviemaking is an accurate description of this excellent book. You can learn the theory of movie finances in other books. This one describes how the system works in practice.

Jay Epstein pulls back the curtain on the movie industry and how it's business works. Simply

amazing journalism on display. You will be sad when it finishes all too suddenly.

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