

Motion Picture Marketing and Distribution

Fred Goldberg

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Fred Goldberg : Motion Picture Marketing and Distribution before purchasing it in order to gage whether or not it would be worth my time, and all praised Motion Picture Marketing and Distribution:

0 of 0 people found the following review helpful. Rare--Getting Harder and Harder to Obtain.By Diana R. StakeyWonderfully written! Personally know the author so I now have an autographed First Edition!

The only book of its kind that deals with the real world of selling movies. Provides the tools necessary to successfully market and distribute a movie. Topics include when to begin promoting the film, what to include in a press kit, examples of paperwork, budgets, ads and contracts, how to create and develop advertising concepts and how to work with the director and producer to create effective advertising and publicity material. It also examines how international markets must be accounted for during a promotional campaign.