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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

[Amazon.com: Blockbusters \(9781491518649\): Anita Elberse ...](#)

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Entertainment - Kindle edition by Elberse, Anita. Download it once and read it on your Kindle device, PC, phones or tablets. Use features like bookmarks, note taking and highlighting while reading Blockbusters: Hit-making, Risk-taking, and the Big Business of Entertainment.

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Blockbusters: Hit-making, Risk-taking, and the Big Business of Entertainment. Praise. Order. Connect. Learn More. Hit-making, Risk-taking, and the Big Business of Entertainment by Anita Elberse. Why the future of popular culture will revolve around ever bigger bets on entertainment products, by one of Harvard Business School's most popular ...

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

Blockbusters: Hit-making, Risk-taking, and the Big Business of Entertainment by Anita Elberse Thank you for the book Goodreads. If you enjoy reading about how the entertainment business makes money this is the book for you. It was very interesting. The book is well researched and loaded with examples.

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

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 ...~~

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

~~Amazon.com: Blockbusters: Hit making, Risk taking, and the ...~~

Blockbusters: Hit-making, Risk-taking, and the Big Business of Entertainment. By: Anita Elberse. Format: Print ... building a business around blockbuster products—the movies, television shows, songs, and books that are hugely expensive to produce and market—is the surest path to long-term success. Along the way, I reveal why entertainment ...

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

Blockbusters NPR coverage of Blockbusters: Hit-Making, Risk-Taking, and the Big Business of Entertainment by Anita Elberse. News, author interviews, critics' picks and more.

~~Blockbusters : NPR~~

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~~Amazon.com: Customer reviews: Blockbusters: Hit-making ...~~

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~~

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

~~Amazon.com: Customer reviews: Blockbusters: Hit-making ...~~

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.

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

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

~~Blockbusters | Anita Elberse | Macmillan~~

Anita Elberse, the Lincoln Filene Professor of Business Administration at the Harvard Business School, is one of the youngest female professors to be awarded tenure in the School's history. Her work has been featured in The New York Times, The Wall Street Journal, Variety, and Fortune. She is the author of Blockbusters: Hit-making, Risk-taking, and the Big Business of Entertainment.

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

As someone who favors niche movies and TV, Anita Elberse's thesis that entertainment businesses need their blockbusters and superstars to thrive is a sobering reality. I mean, the math actually works in favor of the big risk taker. You just need the millions pull it off. Economics has predicted this trend for a while and it's expected to scale.

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

Elberse, Anita, Blockbusters: Hit-making, Risk-taking and the Big Business of Entertainment, Scribe, Melbourne, 2013, ISBN 9 7819 2207 0692 (pb), 307 pp., A\$32.99. Whether digital technologies will spell the end of the blockbuster is a hotly debated issue in the entertainment industry.

~~Elberse, Anita, Blockbusters: Hit-making, Risk taking and ...~~

Elberse, 40, expands on her contrarian notion in her new book "Blockbusters: Hit-making, Risk-taking, and the Big Business of Entertainment" (Henry Holt & Co.). In an exclusive excerpt below,...

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~~Anita Elberse: Harvard Business Professor on Art of ...~~

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

~~Interview: Harvard Business School professor Anita Elberse ...~~

Blockbusters: Hit-making, Risk-taking, and the Big Business of Entertainment (Henry Holt, 2013) ISBN 9780805094336 References [edit] ^ Gomes, Lee (July 2, 2008).

~~Anita Elberse — Wikipedia~~

Monday 12/23/2013. Harvard Professor of Business Administration Anita Elberse introduces her book, "Blockbusters: Hit-Making, Risk-Taking, and the Big Business of Entertainment." People in this video.

Why the future of popular culture will revolve around ever bigger bets on entertainment products, by one of Harvard Business School's most popular professors What's behind the phenomenal success of entertainment businesses such as Warner Bros., Marvel Entertainment, and the NFL—along with such stars as Jay-Z, Lady Gaga, and LeBron James? Which strategies give leaders in film, television, music, publishing, and sports an edge over their rivals? Anita Elberse, Harvard Business School's expert on the entertainment industry, has done pioneering research on the worlds of media and sports for more than a decade. Now, in this groundbreaking book, she explains a powerful truth about the fiercely competitive world of entertainment: building a business around blockbuster products—the movies, television shows, songs, and books that are hugely expensive to produce and market—is the surest path to long-term success. Along the way, she reveals why entertainment executives often spend outrageous amounts of money in search of the next blockbuster, why superstars are paid unimaginable sums, and how digital technologies are transforming the entertainment landscape. Full of inside stories emerging from Elberse's unprecedented access to some of the world's most successful entertainment brands, Blockbusters is destined to become required reading for anyone seeking to understand how the entertainment industry really works—and how to navigate today's high-stakes business world at large.

What's behind the phenomenal success of entertainment businesses such as Warner Bros., Marvel Enterprises, and MGM — along with such stars as Jay-Z, Lady Gaga, and LeBron James? Which strategies give leaders in film, television, music, publishing, and sport an edge over their rivals? Anita Elberse, Harvard Business School's expert on the entertainment industry, has done pioneering research on the worlds of media and sport for more than a decade. Now, in this groundbreaking book, she explains a powerful truth about the fiercely competitive world of entertainment: building a business around blockbuster

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products – the movies, television shows, songs, and books that are hugely expensive to produce and market – is the surest path to long-term success. Along the way, she reveals why entertainment executives often spend outrageous amounts of money in search of the next blockbuster, why superstars are paid unimaginable sums, and how digital technologies are transforming the entertainment landscape. Full of inside stories from Elberse's unprecedented access to some of the world's most successful entertainment brands, *Blockbusters* is destined to become required reading for anyone seeking to understand how the entertainment industry really works – and how to navigate today's high-stakes business world at large.

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It's a typical summer Friday night and the smell of popcorn is in the air. Throngs of fans jam into air-conditioned multiplexes to escape for two hours in the dark, blissfully lost in Hollywood's latest glittery confection complete with megawatt celebrities, awesome special effects, and enormous marketing budgets. The world is in love with the blockbuster movie, and these cinematic behemoths have risen to dominate the film industry, breaking box office records every weekend. With the passion and wit of a true movie buff and the insight of an internationally renowned critic, Tom Shone is the first to make sense of this phenomenon by taking readers through the decades that have shaped the modern blockbuster and forever transformed the face of Hollywood. The moment the shark fin broke the water in 1975, a new monster was born. Fast, visceral, and devouring all in its path, the blockbuster had arrived. In just a few weeks *Jaws* earned more than \$100 million in ticket sales, an unprecedented feat that heralded a new era in film. Soon, blockbuster auteurs such as Steven Spielberg, George Lucas, and James Cameron would revive the flagging fortunes of

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the studios and lure audiences back into theaters with the promise of thrills, plenty of action, and an escape from art house pretension. But somewhere along the line, the beast they awakened took on a life of its own, and by the 1990s production budgets had escalated as quickly as profits. Hollywood entered a topsy-turvy world ruled by marketing and merchandising mavens, in which flops like Godzilla made money and hits had to break records just to break even. The blockbuster changed from a major event that took place a few times a year into something that audiences have come to expect weekly, piling into the backs of one another in an annual demolition derby that has left even Hollywood aghast. Tom Shone has interviewed all the key participants -- from cinematic visionaries like Spielberg and Lucas and the executives who greenlight these spectacles down to the effects wizards who detonated the Death Star and blew up the White House -- in order to reveal the ways in which blockbusters have transformed how Hollywood makes movies and how we watch them. As entertaining as the films it chronicles, *Blockbuster* is a must-read for any fan who delights in the magic of the movies.

This book introduces readers to emerging issues of sport innovation. The book focuses on the role of innovation in the sports context and how we can leverage opportunities that arise from networks and optimize resources by identifying where they are most effective. It helps to identify the conditions and procedures that emergent business ventures need to be formed. The book is a useful reference for sports organizations, athletes and government organizations promoting the use of innovation to generate competitive advantage in the global marketplace.

A chronicle of the massive transformation in Hollywood since the turn of the century and the huge changes yet to come, drawing on interviews with key players, as well as documents from the 2014 Sony hack

A gripping, multilayered debut in the tradition of Tana French and Donna Tartt about four friends, an empty manor, and a night that will follow them for the rest of their lives It's the summer of 1996 and school's out forever for Andy, her boyfriend Marcus, her best friend Peter, and Em. When Andy's alcoholic mother predicts the apocalypse, the four teenagers decide to see out the end of the world at a deserted manor house, the site of a historic unsolved mystery. There they meet David--charming and unreliable, he seems to have appeared out of nowhere. David presents an irresistible lure for both Andy and Peter and complicates the dynamics of their lifelong friendship. When the group learns that a diamond necklace, stolen fifty years ago, might still be somewhere on the manor grounds, the Game--half treasure hunt, half friendly deception--begins. But the Game becomes much bigger than the necklace, growing to encompass years of secrets, lies, and, ultimately, one terrible betrayal. Meticulously plotted and gorgeously written, *Before the Ruins* is a page-turner of the highest order about the sealed-off places in our pasts and the parts of ourselves waiting

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to be retrieved from them.

How does an iconic brand die? For more than two decades, Blockbuster was America's favorite way to watch movies. Millions of customers visited more than eight thousand stores around the globe every week, providing more data about movie audiences than anyone in history had ever owned. If any company should have predicted the disruptive forces coming down the pike, it was Blockbuster. But as new threats emerged, none of its five CEOs had answers, and the company collapsed long before its time. *Built to Fail* tells the complete inside story of Blockbuster's meteoric rise and catastrophic fall. Beneath the surface of explosive growth lay a shaky foundation of financial difficulty, tunnel vision, and missed opportunities. Written by Alan Payne, the man who built the longest-lasting Blockbuster franchise chain in the country, *Built to Fail* is a cautionary tale for today's disruptive marketplace, explaining why Blockbuster was a broken company long before Netflix ever streamed a single movie.

"Indispensable reading for anyone seeking to improve their professional selves." —Daniel H. Pink, #1 New York Times bestselling author of *When* An essential guide for how to snap out of autopilot and become your own best advocate, with candid anecdotes and easy-to-adopt steps, from veteran HR specialist and popular podcast host Laurie Ruettimann *Chances are you've spent the past few months cooped up inside, buried under a relentless news cycle and work that never seems to switch off. Millions of us worldwide are overworked, exhausted, and trying our hardest—yet not getting the recognition we deserve. It's time for a fix. Top career coach and HR consultant Laurie Ruettimann knows firsthand that work can get a hell of a lot better. A decade ago, Ruettimann was uninspired, blaming others and herself for the unhappiness she felt. Until she had an epiphany: if she wanted a fulfilling existence, she couldn't sit around and wait for change. She had to be her own leader. She had to truly take hold of life—the good, the bad, and the downright ugly—in order to transform her future. Today, as businesses prioritize their bottom line over employee satisfaction and workers become increasingly isolated, the need to safeguard your well-being is crucial. And though this sounds intimidating, it's easier to do than you think. Through tactical advice on how to approach work in a smart and healthy manner, which includes knowing when to sign off for the day, doubling down on our capacity to learn, fixing those finances, and beating impostor syndrome once and for all, Ruettimann lays out the framework necessary to champion your interests and create a life you actually enjoy. Packed with advice and stories of others who regained control of their lives, *Betting on You* is a game-changing must-read for how to radically improve your day-to-day, working more effectively and enthusiastically starting now.*

"An Atlantic senior editor presents an investigation into the lucrative quality of popularity in the 21st century to share economic

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insights into what makes ideas, productions and products successful,
"--Novelist.

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