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(PDF) Entertainment industry economics: a guide for ...

The entertainment industry is one of the largest sectors of the United States economy and fast becoming one of the most prominent globally as well. In this newly revised book, Harold L. Vogel examines the business economics of the major entertainment enterprises: movies, television and cable programming, music, broadcasting, casino wagering and gambling, sports, publishing, performing arts ...

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This ninth edition of Entertainment Industry Economics continues to be the definitive source on the economics of film, music, television, advertising, broadcasting, cable, casino and online wagering, publishing, performing arts and culture, toys and games, sports, and theme parks.

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The result is a comprehensive, up-to-date reference guide on the economics, financing, production and marketing of entertainment in the United States and overseas, that will interest investors ...

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Already among the most important sectors of the US economy, the entertainment and media industries are continuing to grow worldwide. Fully updated, the tenth edition of Entertainment Industry Economics is the definitive reference on the economics of film, music, television, advertising, broadcasting, cable, casinos, publishing, arts and culture, performing arts, toys and games, sports, and ...

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It synthesizes a vast amount of data to provide a clear, comprehensive, and up-to-date reference guide on the economics, financing, accounting, production, and marketing of entertainment in the United States and overseas. Completely updated, it includes new sections on price effects, art markets, and Asian gaming.

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Entertainment Industry Economics: A Guide for Financial ...

Harold L. Vogel is the author of Travel Industry Economics: A Guide for Financial Analysis (Cambridge University Press, 2001), a companion volume to this textbook. He was senior

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entertainment industry analyst at Merrill Lynch & Co. for 17 years and was ranked as top entertainment industry analyst for 10 years by Institutional Investor magazine. Mr.

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Harold Vogel's Entertainment Industry Economics is an invaluable guide to the economics of the various entertainment industries. The guide breaks down the entertainment business into its parts: films, music, games, etc. and dissects each part with good explanations and clear graphs and statistical data.

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Entertainment Industry Economics

The result is a comprehensive up-to-date reference guide on the economics, financing, production, and marketing of entertainment in the United States and overseas. Investors, business executives, accountants, lawyers, arts administrators, and general readers will find that the book offers an invaluable guide to how entertainment industries operate.

Entertainment Industry Economics: A Guide for Financial ...

The result is a comprehensive, up-to-date reference guide on the economics, financing, production, and marketing of entertainment in the and overseas. Harold L. Vogel has been selected as a top leisure industry analyst nine times by Industrial Investor.

Entertainment Industry Economics: A Guide for Financial ...

Harold L. Vogel is the author of Travel Industry Economics: A Guide for Financial Analysis (Cambridge University Press, 2001), a companion volume to this textbook. He was senior entertainment industry analyst at Merrill Lynch & Co. for 17 years and was ranked as top entertainment industry analyst for a record 10 years by Institutional Investor magazine.

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Entertainment Industry Economics: A Guide for Financial Analysis Harold L. Vogel The entertainment industry is one of the largest sectors of the U.S. economy and is in fact becoming one of most prominent globally as well, in movies, music, television programming, advertising, broadcasting, cable, casino gambling and wagering, publishing performing arts, sports, theme parks, and toys and games.

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The entertainment and media industries, already important sectors of the US economy, continue to grow rapidly in other countries around the world. This ninth edition of Entertainment Industry

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