



Brand Hollywood: Selling Entertainment in a Global Media Age

Paul Grainge

Download now

[Click here](#) if your download doesn't start automatically

Brand Hollywood: Selling Entertainment in a Global Media Age

Paul Grainge

Brand Hollywood: Selling Entertainment in a Global Media Age Paul Grainge

From the growth in merchandising and product placement to the rise of the movie franchise, branding has become central to the modern blockbuster economy. In a wide-ranging analysis focusing on companies such as Disney, Dolby, Paramount, New Line and, in particular, Warner Bros., *Brand Hollywood* provides the first sustained examination of the will-to-brand in the contemporary movie business. Outlining changes in the marketing and media environment during the 1990s and 2000s, Paul Grainge explores how the logic of branding has propelled specific kinds of approach to the status and selling of film. Analyzing the practice of branding, the poetics of corporate logos, and the industrial politics surrounding the development of branded texts, properties and spaces - including franchises ranging from *Looney Tunes* to *Lord of the Rings* and *Harry Potter* to *The Matrix* - Grainge considers the relation of branding to the emergent principle of 'total entertainment'.

Employing an interdisciplinary method drawn from film studies, cultural studies and advertising and media studies, *Brand Hollywood* demonstrates the complexities of selling entertainment in the global media moment, providing a fresh and engaging perspective on branding's significance for commercial film and the industrial culture from which it is produced.

 [Download Brand Hollywood: Selling Entertainment in a Global ...pdf](#)

 [Read Online Brand Hollywood: Selling Entertainment in a Glob ...pdf](#)

Download and Read Free Online Brand Hollywood: Selling Entertainment in a Global Media Age Paul Grainge

From reader reviews:

Doris Simmons:

The book Brand Hollywood: Selling Entertainment in a Global Media Age gives you the sense of being enjoy for your spare time. You can utilize to make your capable a lot more increase. Book can to become your best friend when you getting pressure or having big problem using your subject. If you can make studying a book Brand Hollywood: Selling Entertainment in a Global Media Age being your habit, you can get considerably more advantages, like add your personal capable, increase your knowledge about several or all subjects. You may know everything if you like open and read a reserve Brand Hollywood: Selling Entertainment in a Global Media Age. Kinds of book are a lot of. It means that, science guide or encyclopedia or others. So , how do you think about this publication?

Clarence Nelson:

The reason? Because this Brand Hollywood: Selling Entertainment in a Global Media Age is an unordinary book that the inside of the publication waiting for you to snap the idea but latter it will distress you with the secret this inside. Reading this book adjacent to it was fantastic author who have write the book in such incredible way makes the content inside of easier to understand, entertaining technique but still convey the meaning thoroughly. So , it is good for you for not hesitating having this anymore or you going to regret it. This book will give you a lot of advantages than the other book have such as help improving your expertise and your critical thinking means. So , still want to delay having that book? If I were you I will go to the guide store hurriedly.

Marie Brenneman:

This Brand Hollywood: Selling Entertainment in a Global Media Age is great reserve for you because the content which is full of information for you who else always deal with world and get to make decision every minute. This specific book reveal it info accurately using great plan word or we can state no rambling sentences in it. So if you are read that hurriedly you can have whole data in it. Doesn't mean it only gives you straight forward sentences but tough core information with attractive delivering sentences. Having Brand Hollywood: Selling Entertainment in a Global Media Age in your hand like finding the world in your arm, details in it is not ridiculous 1. We can say that no reserve that offer you world in ten or fifteen tiny right but this publication already do that. So , this really is good reading book. Hey Mr. and Mrs. hectic do you still doubt in which?

Tania Arney:

Do you like reading a publication? Confuse to looking for your favorite book? Or your book ended up being rare? Why so many concern for the book? But any people feel that they enjoy regarding reading. Some people likes looking at, not only science book but novel and Brand Hollywood: Selling Entertainment in a Global Media Age or perhaps others sources were given understanding for you. After you know how the

good a book, you feel wish to read more and more. Science reserve was created for teacher or maybe students especially. Those guides are helping them to include their knowledge. In various other case, beside science book, any other book likes Brand Hollywood: Selling Entertainment in a Global Media Age to make your spare time far more colorful. Many types of book like this.

**Download and Read Online Brand Hollywood: Selling
Entertainment in a Global Media Age Paul Grainge
#X746UP8A3JW**

Read Brand Hollywood: Selling Entertainment in a Global Media Age by Paul Grainge for online ebook

Brand Hollywood: Selling Entertainment in a Global Media Age by Paul Grainge Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Brand Hollywood: Selling Entertainment in a Global Media Age by Paul Grainge books to read online.

Online Brand Hollywood: Selling Entertainment in a Global Media Age by Paul Grainge ebook PDF download

Brand Hollywood: Selling Entertainment in a Global Media Age by Paul Grainge Doc

Brand Hollywood: Selling Entertainment in a Global Media Age by Paul Grainge Mobipocket

Brand Hollywood: Selling Entertainment in a Global Media Age by Paul Grainge EPub