

From Betamax to Blockbuster: Video Stores and the Invention of Movies on Video (Paperback)



Filesize: 2.8 MB

Reviews

The book is fantastic and great. It is loaded with knowledge and wisdom You are going to like the way the article writer create this ebook.

(Amaya King)

FROM BETAMAX TO BLOCKBUSTER: VIDEO STORES AND THE INVENTION OF MOVIES ON VIDEO (PAPERBACK)



To download **From Betamax to Blockbuster: Video Stores and the Invention of Movies on Video (Paperback)** eBook, you should click the link under and save the ebook or have accessibility to other information that are highly relevant to FROM BETAMAX TO BLOCKBUSTER: VIDEO STORES AND THE INVENTION OF MOVIES ON VIDEO (PAPERBACK) book.

MIT Press Ltd, United States, 2010. Paperback. Book Condition: New. 218 x 146 mm. Language: English . Brand New Book. The first video cassette recorders were promoted in the 1970s as an extension of broadcast television technology--a time-shifting device, a way to tape TV shows. Early advertising for Sony's Betamax told potential purchasers You don't have to miss Kojak because you're watching Columbo. But within a few years, the VCR had been transformed from a machine that recorded television into an extension of the movie theater into the home. This was less a physical transformation than a change in perception, but one that relied on the very tangible construction of a network of social institutions to support this new marketplace for movies. In *From Betamax to Blockbuster*, Joshua Greenberg explains how the combination of neighborhood video stores and the VCR created a world in which movies became tangible consumer goods. Greenberg charts a trajectory from early videophile communities to the rise of the video store--complete with theater marquee lights, movie posters, popcorn, and clerks who offered expert advice on which movies to rent. The result was more than a new industry; by placing movies on cassette in the hands (and control) of consumers, video rental and sale led to a renegotiation of the boundary between medium and message, and ultimately a new relationship between audiences and movies. Eventually, Blockbuster's top-down franchise store model crowded local video stores out of the market, but the recent rise of Netflix, iTunes, and other technologies have reopened old questions about what a movie is and how (and where) it ought to be watched. By focusing on the spaces in between manufacturers and consumers, Greenberg's account offers a fresh perspective on consumer technology, illustrating how the initial transformation of movies...

 [Read From Betamax to Blockbuster: Video Stores and the Invention of Movies on Video \(Paperback\) Online](#)

 [Download PDF From Betamax to Blockbuster: Video Stores and the Invention of Movies on Video \(Paperback\)](#)

 [Download ePub From Betamax to Blockbuster: Video Stores and the Invention of Movies on Video \(Paperback\)](#)

You May Also Like



[PDF] Bully, the Bullied, and the Not-So Innocent Bystander: From Preschool to High School and Beyond: Breaking the Cycle of Violence and Creating More Deeply Caring Communities (Paperback)

Click the link listed below to download "Bully, the Bullied, and the Not-So Innocent Bystander: From Preschool to High School and Beyond: Breaking the Cycle of Violence and Creating More Deeply Caring Communities (Paperback)" PDF document.

[Read ePub »](#)



[PDF] Two Treatises: The Pearle of the Gospell, and the Pilgrims Profession to Which Is Added a Glasse for Gentlewomen to Dresse Themselves By. by Thomas Taylor Preacher of Gods Word to the Towne of Reding. (1624-1625) (Paperback)

Click the link listed below to download "Two Treatises: The Pearle of the Gospell, and the Pilgrims Profession to Which Is Added a Glasse for Gentlewomen to Dresse Themselves By. by Thomas Taylor Preacher of Gods Word to the Towne of Reding. (1624-1625) (Paperback)" PDF document.

[Read ePub »](#)



[PDF] Two Treatises: The Pearle of the Gospell, and the Pilgrims Profession to Which Is Added a Glasse for Gentlewomen to Dresse Themselves By. by Thomas Taylor Preacher of Gods Word to the Towne of Reding. (1625) (Paperback)

Click the link listed below to download "Two Treatises: The Pearle of the Gospell, and the Pilgrims Profession to Which Is Added a Glasse for Gentlewomen to Dresse Themselves By. by Thomas Taylor Preacher of Gods Word to the Towne of Reding. (1625) (Paperback)" PDF document.

[Read ePub »](#)



[PDF] More Spaghetti, I Say! (Paperback)

Click the link listed below to download "More Spaghetti, I Say! (Paperback)" PDF document.

[Read ePub »](#)



[PDF] The Story of Christopher Columbus (Paperback)

Click the link listed below to download "The Story of Christopher Columbus (Paperback)" PDF document.

[Read ePub »](#)



[PDF] The Well-Trained Mind: A Guide to Classical Education at Home (Hardback)

Click the link listed below to download "The Well-Trained Mind: A Guide to Classical Education at Home (Hardback)" PDF document.

[Read ePub »](#)



[PDF] Hands Free Mama: A Guide to Putting Down the Phone, Burning the To-Do List, and Letting Go of Perfection to Grasp What Really Matters! (Paperback)
Click the link listed below to download "Hands Free Mama: A Guide to Putting Down the Phone, Burning the To-Do List, and Letting Go of Perfection to Grasp What Really Matters! (Paperback)" PDF document.

[Download eBook »](#)



[PDF] Learn em Good: Improve Your Child s Math Skills: Simple and Effective Ways to Become Your Child s Free Tutor Without Opening a Textbook (Paperback)

Click the link listed below to download "Learn em Good: Improve Your Child s Math Skills: Simple and Effective Ways to Become Your Child s Free Tutor Without Opening a Textbook (Paperback)" PDF document.

[Download eBook »](#)



[PDF] Children s Handwriting Book of Alphabets and Numbers: Over 4,000 Tracing Units for the Beginning Writer (Paperback)

Click the link listed below to download "Children s Handwriting Book of Alphabets and Numbers: Over 4,000 Tracing Units for the Beginning Writer (Paperback)" PDF document.

[Download eBook »](#)



[PDF] Homeschool Your Child for Free: More Than 1,400 Smart, Effective, and Practical Resources for Educating Your Family at Home (Paperback)

Click the link listed below to download "Homeschool Your Child for Free: More Than 1,400 Smart, Effective, and Practical Resources for Educating Your Family at Home (Paperback)" PDF document.

[Download eBook »](#)



[PDF] Ne ma Goes to Daycare (Paperback)

Click the link listed below to download "Ne ma Goes to Daycare (Paperback)" PDF document.

[Download eBook »](#)



[PDF] Kindergarten Culture in the Family and Kindergarten; A Complete Sketch of Froebel s System of Early Education, Adapted to American Institutions. for the Use of Mothers and Teachers (Paperback)

Click the link listed below to download "Kindergarten Culture in the Family and Kindergarten; A Complete Sketch of Froebel s System of Early Education, Adapted to American Institutions. for the Use of Mothers and Teachers (Paperback)" PDF document.

[Download eBook »](#)