

An Introduction to the Entertainment Industry PDF



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An Introduction to the Entertainment Industry by Andi Stein, Beth Bingham Evans ISBN 1433103400

Whether it's a favorite television show, an artist at the top of the music charts, a best-selling book, or a hometown sports team, we love entertainment. It's big business and in this accessible introduction, Andi Stein and Beth Bingham Evans give readers a glimpse inside the industry, to better understand how each segment operates and the challenges and trends it faces. Each chapter addresses a different segment of the entertainment industry including:

- Film
- Television
- Radio
- Theatre

- Music
- Travel/Tourism
- Sports

The book is designed as an introductory text for entertainment courses and as an overview of the industry for those looking to pursue careers in the field of entertainment. A list of resources is provided at the end of each chapter.

An Introduction to the Entertainment Industry Review

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