

Why Fairy Tales Stick The Evolution And Relevance Of A Genre Hardcover

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the entertainment industry has long been dominated by legendary screenwriter william goldman s nobody knows anything mantra which argues that success is the result of managerial intuition and instinct this book builds the case that combining such intuition with data analytics and rigorous scholarly knowledge provides a source of sustainable competitive advantage the same recipe for success that is behind the rise of firms such as netflix and spotify but has also fueled disney s recent success unlocking a large repertoire of scientific studies by business scholars and entertainment economists the authors identify essential factors

mechanisms and methods that help a new entertainment product succeed the book thus offers a timely alternative to nobody knows decision making in the digital era while coupling a good idea with smart data analytics and entertainment theory cannot guarantee a hit it systematically and substantially increases the probability of success in the entertainment industry entertainment science is poised to inspire fresh new thinking among managers students of entertainment and scholars alike thorsten hennig thurau and mark b houston two of our finest scholars in the area of entertainment marketing have produced a definitive research based compendium that cuts across various branches of the arts to explain the phenomena that provide consumption experiences to capture the hearts and minds of audiences morris b holbrook w t dillard professor emeritus of marketing columbia university entertainment science is a must read for everyone working in the entertainment industry today where the impact of digital and the use of big data can t be ignored anymore hennig thurau and houston are the scientific frontrunners of knowledge that the industry urgently needs michael kölmel media entrepreneur and honorary professor of media economics at university of leipzig entertainment science s winning combination of creativity theory and data analytics offers managers in the creative industries and beyond a novel compelling and comprehensive approach to support their decision making this ground breaking book marks the dawn of a new golden age of fruitful conversation between entertainment scholars managers and artists allègre hadida associate professor in strategy university of cambridge

experienced librarian and coach ruth metz outlines a focused and results oriented plan for achieving the best results from staff members through a coaching style of management

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since the 1970s romance novels have surpassed all other genres in terms of popularity in the united states accounting for half of all mass market paperbacks sold and driving the digital publishing revolution romance fiction and american culture brings together scholars from the humanities social sciences and publishing to explore american romance fiction from the late eighteenth to the early twenty first century essays on interracial inspirational and lgbtq romance attend to the diversity of the genre while new areas of inquiry are suggested in contextual and interdisciplinary examinations of romance authorship readership and publishing history of pleasure and respectability in african american romance fiction and of the dynamic tension between the genre and second wave feminism as it situates romance fiction among other instances of american love culture

from civil war diaries to bob dylan s blood on the tracks romance fiction and american culture confirms the complexity and enduring importance of this most contested of genres

a guide for understanding popular reading tastes organized to define each genre and its subgenres

compiles and annotates yalsa s popular paperbacks for young adults and quick picks for reluctant readers includes theme lists

a combination of the scholarship of historians and work in ethnology gender study geography literature religion anthropology and sociology

one of the most comprehensive guides currently on the market mastering the business of writing is an insider s guide to the business of being a professional writer all aspects of the publishing industry are explained both for the aspiring author and the established writer wishing to jump start a professional career this guide includes everything you need to know about publishers agents and the track to success including what agents do and how they develop relationships within the publishing industry that can be beneficial to your career the best way to formulate a book proposal that sells what publishers are really looking for in a book and what they aren t understanding technicalities of advances contracts multibook deals and subsidiary rights the significance of sales conferences and bookstore chains essential manners and protocols for establishing positive relations with your agent editor and publisher legal issues copyright and much much more

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Introduction

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