



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:

Clarence Jenkins:

Here thing why that Brand Hollywood: Selling Entertainment in a Global Media Age are different and dependable to be yours. First of all reading a book is good but it really depends in the content of it which is the content is as delightful as food or not. Brand Hollywood: Selling Entertainment in a Global Media Age giving you information deeper including different ways, you can find any publication out there but there is no reserve that similar with Brand Hollywood: Selling Entertainment in a Global Media Age. It gives you thrill studying journey, its open up your current eyes about the thing which happened in the world which is possibly can be happened around you. You can bring everywhere like in park your car, café, or even in your way home by train. Should you be having difficulties in bringing the printed book maybe the form of Brand Hollywood: Selling Entertainment in a Global Media Age in e-book can be your alternate.

Rigoberto Stansell:

Playing with family inside a park, coming to see the ocean world or hanging out with close friends is thing that usually you could have done when you have spare time, in that case why you don't try matter that really opposite from that. Just one activity that make you not experience tired but still relaxing, trilling like on roller coaster you already been ride on and with addition of knowledge. Even you love Brand Hollywood: Selling Entertainment in a Global Media Age, you may enjoy both. It is great combination right, you still need to miss it? What kind of hang type is it? Oh occur its mind hangout men. What? Still don't understand it, oh come on its referred to as reading friends.

Michael Gage:

Are you kind of busy person, only have 10 or 15 minute in your moment to upgrading your mind proficiency or thinking skill also analytical thinking? Then you are having problem with the book as compared to can satisfy your limited time to read it because this time you only find e-book that need more time to be read. Brand Hollywood: Selling Entertainment in a Global Media Age can be your answer as it can be read by anyone who have those short spare time problems.

Sarah Heath:

Many people spending their time by playing outside using friends, fun activity along with family or just watching TV the whole day. You can have new activity to spend your whole day by reading through a book. Ugh, do you think reading a book really can hard because you have to bring the book everywhere? It okay you can have the e-book, having everywhere you want in your Cell phone. Like Brand Hollywood: Selling Entertainment in a Global Media Age which is keeping the e-book version. So , why not try out this book? Let's observe.

**Download and Read Online Brand Hollywood: Selling
Entertainment in a Global Media Age Paul Grainge
#491C7GKHLR0**

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