



The Big Picture: The New Logic of Money and Power in Hollywood

Edward Jay Epstein

Download now

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

The Big Picture: The New Logic of Money and Power in Hollywood

Edward Jay Epstein

The Big Picture: The New Logic of Money and Power in Hollywood Edward Jay Epstein

During the heyday of the studio system spanning the 1930s, '40s, and '50s, virtually all the American motion picture industry's money, power, and prestige came from a single activity: selling tickets at the box office. Today, the movie business is just a small, highly visible outpost in a media universe controlled by six corporations—Sony, Time Warner, NBC Universal, Viacom, Disney, and NewsCorporation. These conglomerates view films as part of an immense, synergistic, vertically integrated money-making industry.

In *The Big Picture*, acclaimed writer Edward Jay Epstein gives an unprecedented, sweeping, and thoroughly entertaining account of the real magic behind moviemaking: how the studios make their money. Epstein shows how, in Hollywood, the only art that matters is the art of the deal: major films turn huge profits, not from the movies themselves but through myriad other enterprises, such as video-game spin-offs, fast-food tie-ins, soundtracks, and even theme-park rides.

The studios may compete with one another for stars, publicity, box-office receipts, and Oscars; their corporate parents, however, make fortunes from cooperation (and collusion) with one another in less glamorous markets, such as cable, home video, and pay-TV.

But money is only part of the Hollywood story; the social and political milieus—power, prestige, and status—tell the rest. Alongside remarkable financial revelations, *The Big Picture* is filled with eye-opening true Hollywood insider stories. We learn how the promise of free cowboy boots for a producer delayed a major movie's shooting schedule; why stars never perform their own stunts, despite what the supermarket tabloids claim; how movies intentionally shape political sensibilities, both in America and abroad; and why fifteen-year-olds dictate the kind of low-grade fare that has flooded screens across the country.

Epstein also offers incisive profiles of the pioneers, including Louis B. Mayer, who helped build Hollywood, and introduces us to the visionaries—Walt Disney, Akio Morita, Rupert Murdoch, Steve Ross, Sumner Redstone, David Sarnoff—power brokers who, by dint of innovation and deception, created and control the media that mold our lives. If you are interested in Hollywood today and the complex and fascinating way it has evolved in order to survive, you haven't seen the big picture until you've read *The Big Picture*.

 [Download The Big Picture: The New Logic of Money and Power ...pdf](#)

 [Read Online The Big Picture: The New Logic of Money and Powe ...pdf](#)

Download and Read Free Online The Big Picture: The New Logic of Money and Power in Hollywood Edward Jay Epstein

From reader reviews:

Charles Killough:

What do you about book? It is not important together with you? Or just adding material when you need something to explain what your own problem? How about your extra time? Or are you busy man? If you don't have spare time to complete others business, it is make one feel bored faster. And you have time? What did you do? All people has many questions above. They need to answer that question simply because just their can do that will. It said that about publication. Book is familiar in each person. Yes, it is right. Because start from on pre-school until university need that The Big Picture: The New Logic of Money and Power in Hollywood to read.

Harley Fabry:

The book with title The Big Picture: The New Logic of Money and Power in Hollywood includes a lot of information that you can discover it. You can get a lot of advantage after read this book. This particular book exist new know-how the information that exist in this reserve represented the condition of the world right now. That is important to yo7u to learn how the improvement of the world. This kind of book will bring you inside new era of the globalization. You can read the e-book on your own smart phone, so you can read the item anywhere you want.

Joyce Shryock:

Within this era which is the greater man or who has ability to do something more are more precious than other. Do you want to become among it? It is just simple approach to have that. What you need to do is just spending your time very little but quite enough to have a look at some books. One of many books in the top listing in your reading list is usually The Big Picture: The New Logic of Money and Power in Hollywood. This book and that is qualified as The Hungry Hills can get you closer in growing to be precious person. By looking upwards and review this e-book you can get many advantages.

Mary Lamm:

What is your hobby? Have you heard that will question when you got scholars? We believe that that issue was given by teacher to the students. Many kinds of hobby, Everybody has different hobby. And you know that little person like reading or as looking at become their hobby. You have to know that reading is very important in addition to book as to be the point. Book is important thing to add you knowledge, except your teacher or lecturer. You will find good news or update in relation to something by book. Different categories of books that can you choose to adopt be your object. One of them is The Big Picture: The New Logic of Money and Power in Hollywood.

**Download and Read Online The Big Picture: The New Logic of
Money and Power in Hollywood Edward Jay Epstein
#7O12SVGBWTK**

Read The Big Picture: The New Logic of Money and Power in Hollywood by Edward Jay Epstein for online ebook

The Big Picture: The New Logic of Money and Power in Hollywood by Edward Jay Epstein 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 The Big Picture: The New Logic of Money and Power in Hollywood by Edward Jay Epstein books to read online.

Online The Big Picture: The New Logic of Money and Power in Hollywood by Edward Jay Epstein ebook PDF download

The Big Picture: The New Logic of Money and Power in Hollywood by Edward Jay Epstein Doc

The Big Picture: The New Logic of Money and Power in Hollywood by Edward Jay Epstein Mobipocket

The Big Picture: The New Logic of Money and Power in Hollywood by Edward Jay Epstein EPub