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Harvard business professor Anita Elberse
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mean, her latest book 'Blockbusters : Hit-Making, Risk-Taking, and the Big Business of Entertainment.' - Anita's book and achievement has been accomplished with great skill and years of research with leading Hollywood and the music Industry.

Anita Elberse: Harvard Business Professor
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The partnership had initially been extremely successful, generating such blockbuster hits as *The Firm*, *Days of Thunder*, and *Mission: Impossible*, and Cruise had long been seen as Hollywood's most reliable and bankable actor.

However, *Redstone* had increasingly come ...

Blockbusters | Anita Elberse | Macmillan

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The Way of The Blockbuster. In entertainment, big bets on likely winners rule. ... The answer comes in Blockbusters: Hit-Making, Risk-Taking, ... A central figure in Blockbusters, Horn began making a handful of big bets on "event movies" each year. "In the movie business, the product is the same price to the consumer regardless of the ...

Blockbusters : Hit-Making, Risk-Taking, and the Big ...

Anita Elberse discusses 'Blockbusters: Hit-making, Risk-taking, and the Big Business of Entertainment' on WGBH's Innovator's hub. Share This. x Close Share This content. Tweet. Anita Elberse interviewed on Innovation Hub; Reviews Praise for Blockbusters "How come so many movies are sequels, adaptations and reboots? Why do music studios spend ...

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Anita Elberse - Faculty - Harvard Business School

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Interview: Harvard Business School
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In a 2013 article for New York magazine (as well as in her book "Blockbusters: Hit-Making, Risk-Taking and the Big Business of Entertainment"), she writes, "the truth of the matter is that there's generally a clear reason why studio heads do what they do - they are, in fact, very focused on reducing risk."

Blockbusters: Hit-making, Risk-taking, and the Big ...

Harvard business professor Anita Elberse has got a 'tour de force' here. By that I mean, her latest book 'Blockbusters : Hit-Making, Risk-Taking, and the Big Business of Entertainment.' - Anita's book and achievement has been accomplished with great skill and years of research with leading Hollywood and the music Industry.

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The Way of The Blockbuster - Harvard
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'Blockbusters': Go Big Or Go Home, Says
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Blockbusters : NPR

Several of these case studies are described

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in her bestselling first book, *Blockbusters: Hit-making, Risk-taking, and the Big Business of Entertainment*, which Amazon named one of its Best Books of 2013. Prior to joining Harvard Business School, professor Elberse was a Visiting Fellow at The Wharton School, University of Pennsylvania.

'Blockbusters': Go Big Or Go Home, Says Harvard Professor ...

Anita Elberse is a Professor of Business Administration at Harvard Business School, specializing in the entertainment, media and sports sectors. Trained as an economist and econometrician, ...

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Anita Elberse - Wikipedia

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- The New York Times

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