

## Marketing To Moviegoers A Handbook Of Strategies Used By Major Studios And Independents

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Robert Marich is a business journalist and analyst with more than 25-years of experience covering the film industry. His book, "Marketing to Moviegoers: A Handbook of Strategies and Tactics" is the go-to reference for understanding the marketing and promotional strategies, tactics and methods employed by the major studios.

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A highly navigable handbook that breaks down a complicated process into manageable strategies in an easy-to-read style, *Marketing to Moviegoers* is a must for all professionals and students in today's rapidly evolving film industry.

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*Marketing to Moviegoers (??)*

The book lays out the processes involved and enlivens them with real-world examples." -Tom Sh er a k, former president of the Academy of Motion Picture Arts and Sciences Marich FILM 11/14/12 9:24 AM  
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"*Marketing to Moviegoers*" is the essential guide to film marketing. Although there are many resources available about how to make a film, there are few about how to get your film seen once it's made and none that reveal the closely-guarded marketing secrets of the major motion picture studios.

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A highly navigable handbook that breaks down a complicated process into manageable strategies in an easy-to-read style, "*Marketing to Moviegoers*" is a must for all film professionals and filmmaking students.

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