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Fully updated, this ninth edition of Entertainment Industry Economics remains the definitive source on the economics of film, music, television, advertising, broadcasting, cable, casino gaming and wagering, publishing, toys and games, performing arts and culture, sports, and theme parks, in the United States and overseas.

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The result is a comprehensive up-to-date reference guide on the economics, financing, production, and marketing of entertainment in the United States and overseas. Investors, business executives, accountants, lawyers, arts administrators, and general readers will find that the book offers an invaluable guide to how entertainment industries operate.

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The entertainment industry is one of the largest sectors of the US economy, fast becoming one of the most prominent globally. In this new sixth edition, Harold L. Vogel examines the business economics of the major entertainment enterprises: movies, television, and cable programming, music, broadcasting, casino-wagering and gambling, sports, publishing, performing arts, theme parks, and toys.

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Metrics. Book description. The entertainment and media industries, already important sectors of the US economy, continue to grow rapidly in other countries around the world. This ninth edition of Entertainment Industry Economics continues to be the definitive source on the economics of film, music, television, advertising, broadcasting, cable, casino and online wagering, publishing, performing arts and culture, toys and games, sports, and theme parks.

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In the course of exploring this sub- ject, the fundamental economic forces that affect spending on all forms of entertainment will be revealed, and our understanding of what motivates expenditures for such goods and services will be enhanced.

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Entertainment Industry Economics

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Library of Congress Cataloging in Publication data Vogel, Harold L., 1946– Entertainment industry economics: a guide for financial analysis / Harold L. Vogel. – 8th ed. p. cm. Includes bibliographical references and index. ISBN 978-1-107-00309-5 1. Performing arts – Finance. I. Title.

Entertainment Industry Economics: A Guide for Financial ...

Harold L. Vogel is the author of Travel Industry Economics: A Guide for Financial Analysis (Cambridge University Press, 2001), a companion volume to this textbook. He was senior entertainment industry analyst at Merrill Lynch & Co. for 17 years and was ranked as top entertainment industry analyst for a record 10 years by Institutional Investor magazine.

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In this newly revised book, Harold L. Vogel examines the business economics of the major entertainment enterprises: movies, music, television programming, broadcasting, cable, casino gambling and wagering, publishing, performing arts, sports, theme parks, and toys and games.

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