



Entertainment Industry Economics: A Guide for Financial Analysis

Harold L. Vogel

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The entertainment industry is one of the largest sectors of the United States economy and fast becoming one of the most prominent globally as well. In this newly revised book, 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. This edition incorporates a full chapter on the Internet, covering the web's operational features, revenue sources, and the net's role as an agent of change. Other expanded features include sections on industrial structure, asset valuation methods, and comparative price trends. The result is a comprehensive, up-to-date reference guide on the economics, financing, production, and marketing of entertainment in the US 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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