



Produced by.: Balancing Art and Business in the Movie Industry

By Paul N. Lazarus

Silman-James Press,U.S. Paperback. Book Condition: new. BRAND NEW, Produced by.: Balancing Art and Business in the Movie Industry, Paul N. Lazarus, This is a well-written, A-to-Z guide to producing movies, whether they are large-budget studio-backed productions or low-budget and mid-budget independents. Logically organised to follow a film's usual timeline from conception to birth, this completely revised and updated edition of Lazarus's 'The Film Producer' includes thorough discussions of: DEVELOPMENT -- Acquisition of materials, choosing and working with writers, working with agents, working with studios, financing outside the studio system; PRE-PRODUCTION -- Roles and duties of the film crew and the producer's team, budgeting, casting, shootings schedules; PRODUCTION -- Managing the movie and its budget, choosing and working with a director, production politics; POST-PRODUCTION Post-production process, post-production budget and schedule, editor's cut, director's cut, resolving creative disagreements; MARKETING -- Understanding the many facets of domestic and foreign distribution, developing and implementing marketing strategies, doing market research, previews, advertising, using the Internet and many, many other essential topics.



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