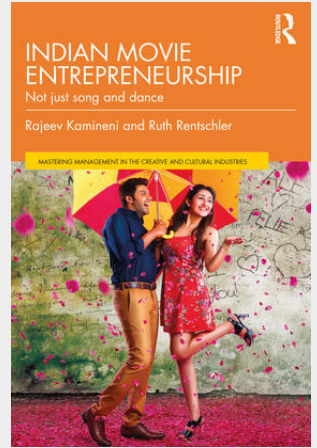


Kamineni / Rentschler

Indian Movie Entrepreneurship

Not just song and dance

One of the world's most prolific creative industries, the Indian movie industry has received scant attention for its spirit of enterprise. Indian Movie Entrepreneurship addresses this omission. For many readers, it might come as a surprise that the Indian movie industry is not just Bollywood and that it has several regional clusters, which are just as vibrant, with a significant output. The authors begin by outlining the contours of Indian cinema and the different regional language hubs that form part of the larger picture. The reader is then offered a glimpse into the actual process of making a film from day zero to release day. The key players in the Indian movie ecosystem are analysed, with the central role of the producer highlighted. Concluding with a look into the future of the entrepreneurial process in the Indian movie industry, the authors illuminate the shifting parameters of distribution and exhibition. Appealing to those interested in understanding the entrepreneurial journey of the Indian movie industry, the book provides a sneak peek into the business landscape of India more broadly.



57,00 €
53,27 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9781138393813
Medium: Buch
ISBN: 978-1-138-39381-3
Verlag: CRC Press
Erscheinungstermin: 27.05.2020
Sprache(n): Englisch
Auflage: 1. Auflage 2020
Serie: Discovering the Creative Industries
Produktform: Kartoniert
Gewicht: 227 g
Seiten: 152
Format (B x H): 156 x 234 mm

