



Brand Bollywood: A New Global Entertainment Order

By Derek Bose

Sage Publications, New Delhi, India, 2006. Paperback. Book Condition: New. First Edition. Convenient coincidences and glycerine tears, star-crossed lovers and happy endings, mindless songs and energetic dances. These elements, and more, have sustained the Bollywood brand of cinema for nearly a century, so much so that it has now found acceptance across continents. This book is a road map for the fast-changing entertainment landscape of India. It succinctly outlines how film entertainment in India is no longer just an artistic or creative enterprise. This is due to the rapid convergence of various media: home video, satellite television, radio, Internet, animation and gaming which determines the success, or otherwise, of films. The author contends that the most successful film-makers will be those who recognise the consolidated potential of these revenue streams as opportunities to be tapped for maximising results so much so that it would be impossible to produce a flop! Based on original research and personal interviews and discussions with film-makers, media professionals and market players, this book is also backed by solid data from a variety of surveys, audit studies and annual reports available in the public domain. By sifting through and collating inputs from such sources, the author arrives at concrete...



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