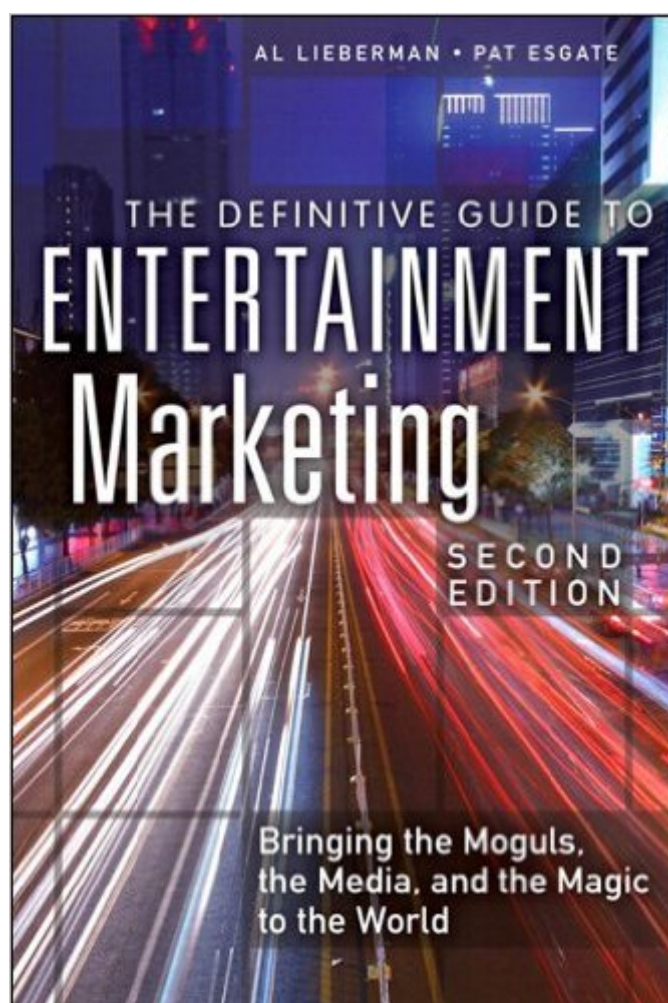


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# The Definitive Guide To Entertainment Marketing: Bringing The Moguls, The Media, And The Magic To The World



## Synopsis

Entertainment Marketing NOW: Every Platform, Technology, and Opportunity Â Covers film, cable, broadcast, music, sports, publishing, social media, gaming, and more Reflects powerful trends ranging from smartphones to globalization Demonstrates breakthrough strategies integrating advertising, promotion, PR, and online content distribution By industry insiders with decades of experience as leaders and consultants Â Entertainment spending is soaring worldwide, driven by new technologies, new platforms, new business models, and unrelenting demand amongst seven billion consumers. That means entertainment marketing opportunities are soaring, too. But this business is more complex and competitive than everâ “and itâ™s changing at breakneck speed. Now, two leading practitioners show how to transform content into profits today and tomorrowâ |any content, on any platform, in any market, worldwide. Â

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## Customer Reviews

Enjoyable, and breezy but rather long-winded in certain chapters as even the brisk tone gets bogged down in detail after detail about how certain industries function. Useful as an overview, to be sure, but rather tough to swallow if you're not as keen on knowing movie marketing as sports or vice versa. This was used as a textbook in one of my graduate level marketing courses.

Who could have imagined twenty--or even ten--years ago that technology would propel the entertainment industry into the portable era of NOW? Where, thanks to the internet and smartphones, consumers can carry their own personal entertainment devices right in their back pockets. A mere tap on a screen can produce virtually anything they want to see, or hear, or know...Authors Lieberman and Esgate show how the new "digital disruption" has impacted music, television, radio, books, print media, electronic gaming, even movies. And they explain how this disruption has affected entertainment marketing strategies. Opportunities are huge but mistakes can be devastating in a market where social networking buzz has the power to make or break a project. Today's marketing professional must be savvier than ever. Entertainment Marketing is the book that will give you the edge by showing you the mistakes of the past and preparing you for the changes to come. Additionally, authors Lieberman and Esgate deliver their wealth of knowledge with style and humor that's sure to entertain readers.

So you think you are an expert in entertainment marketing? I don't care if you have 40 years of experience or four, you will learn something by reading this book. The authors provide context for entertainment marketing with a few well chosen history lessons and lots of great statistics. They explain how marketing entertainment is different from marketing a car or a house or a restaurant. They offer very practical advice and back it up with additional reading and well-researched footnotes. Like great nonfiction writers of every age, they are focused on who, what, why, where, and how. And they do it in a lively style. Sometimes -- shock and amazement -- they're even funny: "The average entertainment product is an economic tsetse fly, living and dying in an exceedingly short time span." Every kind of entertainment is covered in the book - movies, books, music, sports, gaming, travel, TV and radio. Equally important, every currently known avenue of marketing is covered: advertising, licensing and merchandising, sponsorship, social media and so much more. But these two are not just teachers, they are prognosticators. Their vision of the global dimension of entertainment is in itself worth the price of admission. Entertainment marketing is, after all, a trillion dollar business and it is growing. So follow the advice given in the final pages of this important book: "... have some fun. After all, you're part of the most entertaining business ever

invented."

The title says it all - this is a definitive guide that navigates through the complex past, present and future of entertainment marketing. And the navigators themselves are highly entertaining. The Guide offers the framework of where the industry has been, then pushes forward into where it's heading to help readers make informed decisions about growing your profit potential. From understanding the Four C's (Content, Conduit, Consumption, Convergence) to building "wannasee, haftasee, mustsee" movie marketing, to deymystifying the rising tide of technology, the Guide goes beyond the basics to ensure you have a strong foundational knowledge of the industry on which to build your breakthrough entertainment marketing strategy. Authors Lieberman and Esgate also offer up additional resources for continued learning. I would consider using this book in a marketing or business course that includes a section on the entertainment industry. Educators are sure to find some gems in here - and be entertained along the way.

The authors, Esgate and Lieberman, are savvy marketing professionals who have watched, participated in, and evaluated, over the past several decades, exponential changes in international entertainment marketing. This new edition of their "definitive guide" offers clear explanations of the lesser known, as well as the obvious, aspects of the marketing revolution. For example, "cable television has blown the doors off the individual sports world . . . . We're willing to bet you didn't know that NBC Sports offers 29 sports fishing shows, and that's just NBC." Throughout, the text stresses technology's giant role in every aspect of current and future marketing for the film and music industries, as well as broadcast and print media. The guide is witty and wise, with a user-friendly layout and helpful references to additional resources. I highly recommend this excellent reference guide or textbook to anyone with an interest in entertainment marketing.

The Definitive Guide to Entertainment Marketing is exactly that. I have found Lieberman's first edition to be an invaluable tool as an executive and educator, for both students and professionals. It remained relevant, which makes it a very reliable basis for the new edition. There is no other work that addresses every business in the entertainments industry, perhaps because few people have the breadth of first-hand knowledge as Al Lieberman.

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