

(Free download) Off-Hollywood: The Making and Marketing of Independent Films

Off-Hollywood: The Making and Marketing of Independent Films

David Rosen

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David Rosen : Off-Hollywood: The Making and Marketing of Independent Films before purchasing it in order to gauge whether or not it would be worth my time, and all praised Off-Hollywood: The Making and Marketing of Independent Films:

0 of 0 people found the following review helpful. Outdated and Little Insight into Today's Marketing, Promotion DistributionBy Writer/Producer/DirectorAlthough case studies of the marketing and distribution strategies of independent films is potentially interesting and useful, they need to be current or focus on "timeless" lessons. Neither is the case with this book. The book focuses on a dozen or so films released during the 1980s which, unfortunately, has very little relationship to the state of today's marketing, promotion and distribution for independent films. If the author ever updates his book, I'll be the first to consider buying a copy. However, until then, there is no reason to purchase a copy. Take a pass on this one.

1990 Evergreen (Grove Weidenfeld) trade paperback, David Rosen (Sex Scandal America: Politics The Ritual of Public Shaming). The history and how to of making independent films.

From Library JournalUpdated and enlarged from a Sundance Institute/Independent Feature Project study published in 1987, this is an eminently valuable compendium of case histories of 13 independently made, feature-length, commercially distributed films spanning the 1980s (two of them are documentaries). Gleaned from production records, contracts, and interviews, each write-up includes credits, synopsis, detailed pre-, post-, and production history,

theatrical release data, and ancillary market (home videos, TV sales, etc.) information. This is straight, no-frills stuff about how these films were made and marketed, and why they made or lost money. Taken together, the pieces offer a composite picture of the complex, ulcer-producing world of independent feature filmmaking, its strength and weaknesses. Both informed laypersons and specialists will find this interesting.- David Bartholomew,
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