



# Brand Hollywood: Selling Entertainment in a Global Media Age

*Paul Grainge*

Download now

[Click here](#) if your download doesn't start automatically

# Brand Hollywood: Selling Entertainment in a Global Media Age

*Paul Grainge*

## **Brand Hollywood: Selling Entertainment in a Global Media Age** Paul Grainge

From the growth in merchandising and product placement to the rise of the movie franchise, branding has become central to the modern blockbuster economy. In a wide-ranging analysis focusing on companies such as Disney, Dolby, Paramount, New Line and, in particular, Warner Bros., *Brand Hollywood* provides the first sustained examination of the will-to-brand in the contemporary movie business. Outlining changes in the marketing and media environment during the 1990s and 2000s, Paul Grainge explores how the logic of branding has propelled specific kinds of approach to the status and selling of film. Analyzing the practice of branding, the poetics of corporate logos, and the industrial politics surrounding the development of branded texts, properties and spaces - including franchises ranging from *Looney Tunes* to *Lord of the Rings* and *Harry Potter* to *The Matrix* - Grainge considers the relation of branding to the emergent principle of 'total entertainment'.

Employing an interdisciplinary method drawn from film studies, cultural studies and advertising and media studies, *Brand Hollywood* demonstrates the complexities of selling entertainment in the global media moment, providing a fresh and engaging perspective on branding's significance for commercial film and the industrial culture from which it is produced.

 [Download Brand Hollywood: Selling Entertainment in a Global ...pdf](#)

 [Read Online Brand Hollywood: Selling Entertainment in a Glob ...pdf](#)

## **Download and Read Free Online Brand Hollywood: Selling Entertainment in a Global Media Age Paul Grainge**

---

### **From reader reviews:**

#### **Bruce Zimmerman:**

Do you have favorite book? Should you have, what is your favorite's book? Publication is very important thing for us to be aware of everything in the world. Each publication has different aim or goal; it means that publication has different type. Some people feel enjoy to spend their time to read a book. They are really reading whatever they consider because their hobby is usually reading a book. How about the person who don't like studying a book? Sometime, individual feel need book when they found difficult problem or maybe exercise. Well, probably you will require this Brand Hollywood: Selling Entertainment in a Global Media Age.

#### **Lawrence Weatherby:**

The feeling that you get from Brand Hollywood: Selling Entertainment in a Global Media Age will be the more deep you looking the information that hide inside words the more you get serious about reading it. It doesn't mean that this book is hard to understand but Brand Hollywood: Selling Entertainment in a Global Media Age giving you buzz feeling of reading. The article writer conveys their point in specific way that can be understood by anyone who read that because the author of this publication is well-known enough. This kind of book also makes your own personal vocabulary increase well. Therefore it is easy to understand then can go with you, both in printed or e-book style are available. We recommend you for having that Brand Hollywood: Selling Entertainment in a Global Media Age instantly.

#### **Cliff Boyd:**

Hey guys, do you would like to finds a new book you just read? May be the book with the name Brand Hollywood: Selling Entertainment in a Global Media Age suitable to you? Typically the book was written by well known writer in this era. The actual book untitled Brand Hollywood: Selling Entertainment in a Global Media Age is a single of several books in which everyone read now. This specific book was inspired lots of people in the world. When you read this guide you will enter the new way of measuring that you ever know ahead of. The author explained their thought in the simple way, consequently all of people can easily to comprehend the core of this guide. This book will give you a lot of information about this world now. So you can see the represented of the world on this book.

#### **Stacie Schneider:**

Within this era which is the greater man or who has ability in doing something more are more treasured than other. Do you want to become among it? It is just simple approach to have that. What you have to do is just spending your time almost no but quite enough to experience a look at some books. One of many books in the top listing in your reading list is definitely Brand Hollywood: Selling Entertainment in a Global Media Age. This book that is certainly qualified as The Hungry Slopes can get you closer in becoming precious person. By looking upwards and review this publication you can get many advantages.

**Download and Read Online Brand Hollywood: Selling  
Entertainment in a Global Media Age Paul Grainge  
#RGNF276VUAS**

## **Read Brand Hollywood: Selling Entertainment in a Global Media Age by Paul Grainge for online ebook**

Brand Hollywood: Selling Entertainment in a Global Media Age by Paul Grainge Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Brand Hollywood: Selling Entertainment in a Global Media Age by Paul Grainge books to read online.

### **Online Brand Hollywood: Selling Entertainment in a Global Media Age by Paul Grainge ebook PDF download**

#### **Brand Hollywood: Selling Entertainment in a Global Media Age by Paul Grainge Doc**

**Brand Hollywood: Selling Entertainment in a Global Media Age by Paul Grainge Mobipocket**

**Brand Hollywood: Selling Entertainment in a Global Media Age by Paul Grainge EPub**