



MARKETING EDGE

The Marketing Edge

Tony McBurnie,David Clutterbuck

The Marketing Edge:

The Marketing Edge for Filmmakers: Developing a Marketing Mindset from Concept to Release Russell Schwartz,Katherine MacDonald,2019-08-08 Written for working and aspiring filmmakers directors producers and screenwriters The Marketing Edge for Filmmakers walks through every stage of the marketing process from concept to post production and illustrates how creative decisions at each stage will impact the marketability of a film In this book marketing experts Schwartz and MacDonald welcome you behind the curtain into the inner workings of Marketing department at both the studios and independents They also track films of different budgets studio genre independent and documentary through the marketing process examining how each discipline will approach your film Featuring interviews with both marketers and filmmakers throughout an extensive glossary and end of chapter exercises The Marketing Edge for Filmmakers offers a unique introduction to film marketing and a practical guide for understanding the impact of marketing on your film **The Marketing Edge** Thomas V. Bonoma,1985 Sets down practical guidelines for marketing managers to follow in order to implement their theories and strategies in the real business world and thereby achieve top performance **The Marketing Edge** Amy Juers,2023

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