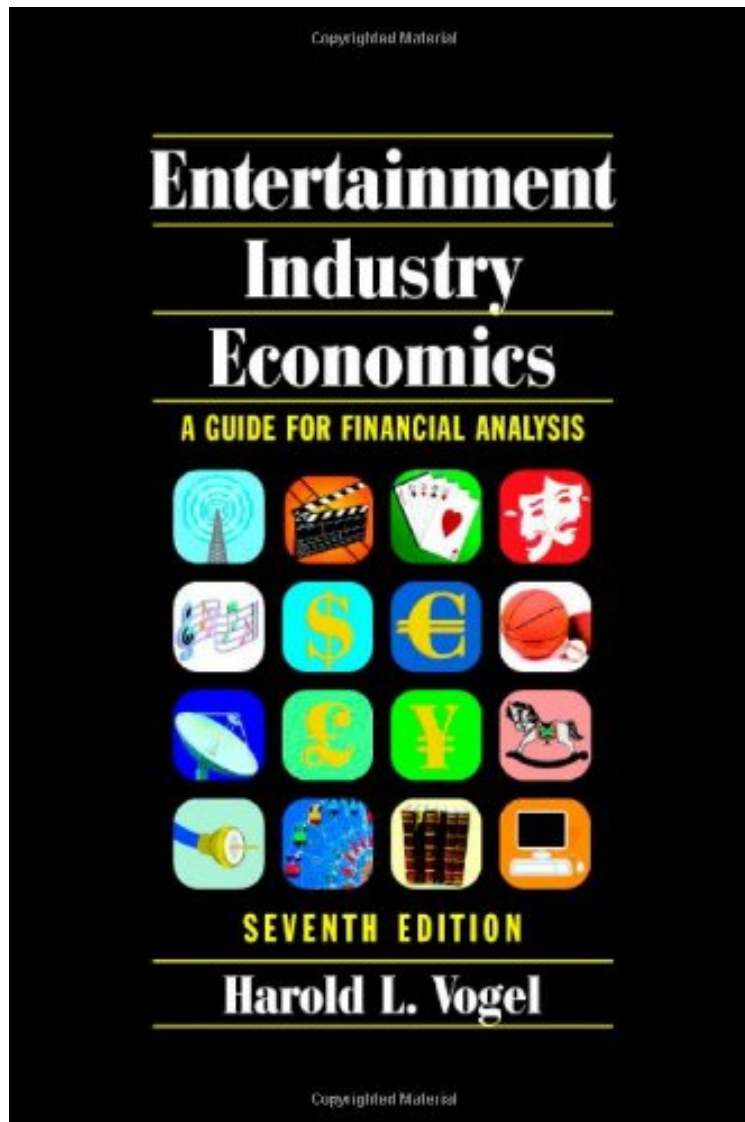


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Entertainment Industry Economics: A Guide for Financial Analysis

Harold L. Vogel

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Harold L. Vogel : Entertainment Industry Economics: A Guide for Financial Analysis before purchasing it in order to gauge whether or not it would be worth my time, and all praised Entertainment Industry Economics: A Guide for Financial Analysis:

5 of 5 people found the following review helpful. No coverage of the live popular music concert industry By K. J. Lopez Mr. Vogel has created a readable and informative book. The introductory chapters are a comprehensive overview of economics, leisure time, and media, and may be worth the discounted price of the book on their own. My complaint is that the section on The Music Industry is not up to date. It is a treatise on the Recorded Music industry only, and neglects the live music concert industry. His coverage of live popular music entertainment is literally one

paragraph. The live concert industry is now one of the main revenue sources for musical artists, in addition to licensing. The concert industry generates over \$10 Billion in revenues from live music performance tickets alone. Live Nation and AEG Live dominate. Madonna signed with Live Nation and not a traditional record label because this is now the focal point of the music industry. Contrary to Mr. Vogel's outdated assertion, recorded music is now often a promotional tool used to get fans to buy concert tickets. This has been the case for nearly a decade. 0 of 0 people found the following review helpful. It is ok but I didn't find anything extraordinary. By Marcel Mehrdad ASHOFTEHI was hoping to get some extraordinary information to say: " WOW! I am glad that I have that book". But I can not say that. I wish there was some real examples or stories of real cases and the reason for their success or failure. I didn't get real analysis. 0 of 0 people found the following review helpful. The Hollywood Finance By rafaelaiki A must read to better understand the financial facet in the movie industry. I highly recommend this book to actors, writers and inspired movie makers.

In this newly revised book, Harold L. Vogel examines the business economics of the major entertainment enterprises: movies, music, television programming, broadcasting, cable, casino gambling and wagering, publishing, performing arts, sports, theme parks, and toys and games. The seventh edition has been further revised and broadened and differs from its predecessors by restructuring and repositioning the previous Internet chapter, including new material on the economics of networks and advertising, adding a new section on policy implications, and further expanding the section on recent theoretical work pertaining to box-office behaviour. The result is a comprehensive up-to-date reference guide on the economics, financing, production, and marketing of entertainment in the United States and overseas. Investors, business executives, accountants, lawyers, arts administrators, and general readers will find that the book offers an invaluable guide to how entertainment industries operate.

About the Author Harold L. Vogel is the author of *Travel Industry Economics: A Guide for Financial Analysis* (Cambridge University Press, 2001), a companion volume to this textbook. He was senior entertainment industry analyst at Merrill Lynch Co. for 17 years and was ranked as top entertainment industry analyst for a record 10 years by Institutional Investor magazine. A chartered financial analyst, he formerly served on the New York State Governor's Motion Picture and Television Advisory Board and as adjunct professor of media economics at Columbia University's Graduate School of Business. Mr Vogel frequently writes and speaks on investment topics related to entertainment and media, leisure, and travel and currently heads an independent investment firm in New York City.