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Laurent Creton

L'ÉCONOMIE DU CINÉMA EN 50 FICHES

5^e édition

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Read L'économie du cinéma en 50 fiches - 5e éd. Laurent Creton le livre en ligne PDF EPUB mobi, Le cinéma, monde polymorphe qui conjugue art et industrie, poésie et divertissement, ne peut être abordé pleinement sans prendre en compte sa dimension socio-économique.

L'objectif de cet ouvrage est de proposer une synthèse des connaissances fondamentales à maîtriser dans ce domaine, sous la forme de 50 fiches réparties en 7 chapitres : penser l'économie du cinéma, les marchés du cinéma, le public et les salles, distribution et promotion, production et financement, filière et stratégies, politiques et régulation. Les définitions des termes essentiels sont regroupées dans un glossaire en fin d'ouvrage. L'auteur y présente avec rigueur les cadres d'analyse et les grilles de lecture nécessaires à l'étude des structures et des évolutions de la filière cinématographique. Cette nouvelle édition met en lumière les problématiques et les débats actuels.

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