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Harold Vogel's Entertainment Industry Economics is an invaluable guide to the economics of the various

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entertainment industries. The guide breaks down the entertainment business into its parts: films, music, games, etc. and dissects each part with good explanations and clear graphs and statistical data. For lawyers who want to know about the industry, the guide is a great start.

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Fully updated, this ninth edition of Entertainment Industry Economics remains the definitive source on the economics of film, music, television, advertising, broadcasting, cable, casino gaming and wagering, publishing, toys and games, performing arts and culture, sports, and theme parks, in the United States and overseas.

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the major entertainment enterprises: movies, television, and cable programming, music, broadcasting, casino-wagering and gambling, sports, publishing, performing arts, theme parks, and toys.

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Theentertainmentandmediaindustries,alreadyimportantsectorsoftheU.S.

economy,continuetogrowrapidlyinothercountriesaroundtheworld.This

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In the course of exploring this sub- ject, the fundamental economic forces that affect spending on all forms of entertainment will be revealed, and our understanding of what motivates expenditures for such goods and services will be enhanced.

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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.

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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.

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The result is a comprehensive, up-to-date reference guide to the economics, financing, production, and marketing of entertainment in the United States and overseas. Investors, executives, lawyers, arts administrators, accountants, M.B.A.s, journalists and general readers will find that the book provides a strong foundation for understanding how entertainment industries operate.

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