



Entertainment Industry Economics: A Guide for Financial Analysis

By Harold L. Vogel

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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. 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.

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Editorial Review

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.

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