



# The Definitive Guide to Entertainment Marketing: Bringing the Moguls, the Media, and the Magic to the World (2nd Edition)

By Al Lieberman, Pat Esgate

Download now

Read Online ➔

**The Definitive Guide to Entertainment Marketing: Bringing the Moguls, the Media, and the Magic to the World (2nd Edition)** By Al Lieberman, Pat Esgate

Entertainment Marketing NOW:  
Every Platform, Technology, and Opportunity

Covers film, cable, broadcast, music, sports, publishing, social media, gaming, and more

Reflects powerful trends ranging from smartphones to globalization

Demonstrates breakthrough strategies integrating advertising, promotion, PR, and online content distribution

By industry insiders with decades of experience as leaders and consultants

Entertainment spending is soaring worldwide, driven by new technologies, new platforms, new business models, and unrelenting demand amongst *seven billion consumers*. That means entertainment marketing opportunities are soaring, too. But this business is more complex and competitive than ever—and it's changing at breakneck speed. Now, two leading practitioners show how to transform content into profits today *and* tomorrow...*any content, on any platform, in any market, worldwide.*

You'll master innovative new ways to grab consumers' attention and wallets *fast*...make your experiences *wannasee, haftasee, mustsee*...drive more value through social platforms, mobile technologies, and integrated marketing strategies...overcome challenges ranging from bad buzz to piracy...fully leverage licensing, merchandising, and sponsorships...and successfully market *all* forms of entertainment.

↓ [Download The Definitive Guide to Entertainment Marketing: B ...pdf](#)

📖 [Read Online The Definitive Guide to Entertainment Marketing: ...pdf](#)



# The Definitive Guide to Entertainment Marketing: Bringing the Moguls, the Media, and the Magic to the World (2nd Edition)

By Al Lieberman, Pat Esgate

**The Definitive Guide to Entertainment Marketing: Bringing the Moguls, the Media, and the Magic to the World (2nd Edition)** By Al Lieberman, Pat Esgate

Entertainment Marketing NOW:  
Every Platform, Technology, and Opportunity

Covers film, cable, broadcast, music, sports, publishing, social media, gaming, and more  
Reflects powerful trends ranging from smartphones to globalization  
Demonstrates breakthrough strategies integrating advertising, promotion, PR, and online content distribution  
By industry insiders with decades of experience as leaders and consultants

Entertainment spending is soaring worldwide, driven by new technologies, new platforms, new business models, and unrelenting demand amongst *seven billion consumers*. That means entertainment marketing opportunities are soaring, too. But this business is more complex and competitive than ever—and it's changing at breakneck speed. Now, two leading practitioners show how to transform content into profits today *and tomorrow...any content, on any platform, in any market, worldwide*.

You'll master innovative new ways to grab consumers' attention and wallets *fast*...make your experiences *wannasee, haftasee, mustsee*...drive more value through social platforms, mobile technologies, and integrated marketing strategies...overcome challenges ranging from bad buzz to piracy...fully leverage licensing, merchandising, and sponsorships...and successfully market *all* forms of entertainment.

**The Definitive Guide to Entertainment Marketing: Bringing the Moguls, the Media, and the Magic to the World (2nd Edition)** By Al Lieberman, Pat Esgate Bibliography

- Sales Rank: #595174 in Books
- Brand: Brand: FT Press
- Published on: 2013-07-08
- Original language: English
- Number of items: 1
- Dimensions: 9.38" h x .86" w x 7.32" l, .0 pounds
- Binding: Hardcover
- 368 pages

 [Download The Definitive Guide to Entertainment Marketing: B ...pdf](#)

 [Read Online The Definitive Guide to Entertainment Marketing: ...pdf](#)



## Download and Read Free Online The Definitive Guide to Entertainment Marketing: Bringing the Moguls, the Media, and the Magic to the World (2nd Edition) By Al Lieberman, Pat Esgate

---

### Editorial Review

From the Back Cover

Entertainment Marketing NOW:  
Every Platform, Technology, and Opportunity

Covers film, cable, broadcast, music, sports, publishing, social media, gaming, and more  
Reflects powerful trends ranging from smartphones to globalization  
Demonstrates breakthrough strategies integrating advertising, promotion, PR, and online content distribution  
By industry insiders with decades of experience as leaders and consultants

Entertainment spending is soaring worldwide, driven by new technologies, new platforms, new business models, and unrelenting demand amongst *seven billion consumers*. That means entertainment marketing opportunities are soaring, too. But this business is more complex and competitive than ever—and it's changing at breakneck speed. Now, two leading practitioners show how to transform content into profits today *and tomorrow...any content, on any platform, in any market, worldwide*.

You'll master innovative new ways to grab consumers' attention and wallets *fast*...make your experiences *wannasee, haftasee, mustsee*...drive more value through social platforms, mobile technologies, and integrated marketing strategies...overcome challenges ranging from bad buzz to piracy...fully leverage licensing, merchandising, and sponsorships...and successfully market *all* forms of entertainment.

About the Author

**Al Lieberman** is a Clinical Professor of Marketing and the Executive Director of the Entertainment, Media, and Technology (EMT) Program at the Stern School of Business, New York University, where he was awarded the first Albert Gallatin endowed Chair as Professor of Business. He has created a unique specialization curriculum with courses covering the marketing, professional management, finance, accounting, globalization, new media, and strategic development of the entertainment, media, and telecommunication sectors.

Professor Lieberman has extensive experience in the world of entertainment marketing. He served for over 12 years as President and founder of Grey Entertainment and Media, a wholly owned subsidiary of Grey Advertising. Under his leadership, Grey Entertainment grew to become a leading specialized marketing and communications agency, servicing clients such as Warner Bros. Studios, Warner Home Video, ABC Entertainment, Harper Collins Publishers, Viking/Penguin, Murdoch Magazines, People Magazine, Universal Music, Radio City Music Hall, Madison Square Garden Network, Metro Cable Coop (1.800.OK.Cable), Celebrity Cruises, and Barbados Board of Tourism, among others.

Professor Lieberman also served as Executive Vice President of Simon & Schuster. As General Manager of the Silhouette book division, he played a significant role in launching the Silhouette paperback brand, which grew to over \$250 million dollars in retail sales worldwide, with distribution in 90 countries and 16 languages.

His research involves film festivals, technology and its disruptive impact on media and entertainment, and global entertainment and media. He has worked and taught in Italy, France, Germany, India, Argentina, China, and Brazil.

**Patricia Esgate** specializes in strategic business development for market platforms that utilize dynamic experiences to build brand loyalty, drive repeat visitation, and increase revenue. Through the consulting practice of Esgate & Associates, Ms. Esgate's clients have included the Walt Disney Company, Sony, Universal Studios, Jim Henson Productions, and the McDonald's Corporation, along with an extensive list of individual projects both domestic and international. Ms. Esgate has had the pleasure of organizing several conferences focusing on the destination entertainment industry, including her own event, the Summit for Experience Creators, and enjoyed five years as the editor of EM magazine, a groundbreaking publication that focused on all facets of the experiential marketplace. Ms. Esgate has appeared at industry events as both a featured speaker and provocateur; she has also served as a faculty member for Harvard University's Experience Architecture Forum and Pine & Gilmore's popular Strategic Horizons thinkAbouts.

## **Users Review**

### **From reader reviews:**

#### **Janie Ross:**

Here thing why this The Definitive Guide to Entertainment Marketing: Bringing the Moguls, the Media, and the Magic to the World (2nd Edition) are different and trustworthy to be yours. First of all reading a book is good but it really depends in the content of computer which is the content is as scrumptious as food or not. The Definitive Guide to Entertainment Marketing: Bringing the Moguls, the Media, and the Magic to the World (2nd Edition) giving you information deeper including different ways, you can find any e-book out there but there is no book that similar with The Definitive Guide to Entertainment Marketing: Bringing the Moguls, the Media, and the Magic to the World (2nd Edition). It gives you thrill reading journey, its open up your own eyes about the thing that will happened in the world which is probably can be happened around you. You can bring everywhere like in area, café, or even in your technique home by train. For anyone who is having difficulties in bringing the branded book maybe the form of The Definitive Guide to Entertainment Marketing: Bringing the Moguls, the Media, and the Magic to the World (2nd Edition) in e-book can be your alternate.

#### **Ernest Maguire:**

Spent a free time for you to be fun activity to do! A lot of people spent their free time with their family, or all their friends. Usually they undertaking activity like watching television, about to beach, or picnic inside park. They actually doing same thing every week. Do you feel it? Do you want to something different to fill your free time/ holiday? Could possibly be reading a book might be option to fill your free time/ holiday. The first thing that you will ask may be what kinds of book that you should read. If you want to consider look for book, may be the guide untitled The Definitive Guide to Entertainment Marketing: Bringing the Moguls, the Media, and the Magic to the World (2nd Edition) can be great book to read. May be it might be best activity to you.

#### **Theresa Piercy:**

A lot of people always spent their particular free time to vacation or maybe go to the outside with them family or their friend. Did you know? Many a lot of people spent that they free time just watching TV, or maybe playing video games all day long. In order to try to find a new activity that's look different you can read a book. It is really fun to suit your needs. If you enjoy the book you read you can spent the entire day to

reading a reserve. The book *The Definitive Guide to Entertainment Marketing: Bringing the Moguls, the Media, and the Magic to the World* (2nd Edition) it is rather good to read. There are a lot of individuals who recommended this book. These people were enjoying reading this book. In the event you did not have enough space to develop this book you can buy often the e-book. You can more simply to read this book from the smart phone. The price is not too costly but this book offers high quality.

**Don Morris:**

As a student exactly feel bored to reading. If their teacher questioned them to go to the library or to make summary for some book, they are complained. Just small students that has reading's heart or real their hobby. They just do what the trainer want, like asked to the library. They go to right now there but nothing reading very seriously. Any students feel that reading is not important, boring and also can't see colorful pictures on there. Yeah, it is to be complicated. Book is very important for you personally. As we know that on this time, many ways to get whatever we wish. Likewise word says, ways to reach Chinese's country. Therefore , this *The Definitive Guide to Entertainment Marketing: Bringing the Moguls, the Media, and the Magic to the World* (2nd Edition) can make you experience more interested to read.

**Download and Read Online *The Definitive Guide to Entertainment Marketing: Bringing the Moguls, the Media, and the Magic to the World* (2nd Edition) By Al Lieberman, Pat Esgate**  
**#W9OZQY2SMRJ**

# **Read The Definitive Guide to Entertainment Marketing: Bringing the Moguls, the Media, and the Magic to the World (2nd Edition) By Al Lieberman, Pat Esgate for online ebook**

The Definitive Guide to Entertainment Marketing: Bringing the Moguls, the Media, and the Magic to the World (2nd Edition) By Al Lieberman, Pat Esgate Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Definitive Guide to Entertainment Marketing: Bringing the Moguls, the Media, and the Magic to the World (2nd Edition) By Al Lieberman, Pat Esgate books to read online.

## **Online The Definitive Guide to Entertainment Marketing: Bringing the Moguls, the Media, and the Magic to the World (2nd Edition) By Al Lieberman, Pat Esgate ebook PDF download**

**The Definitive Guide to Entertainment Marketing: Bringing the Moguls, the Media, and the Magic to the World (2nd Edition) By Al Lieberman, Pat Esgate Doc**

**The Definitive Guide to Entertainment Marketing: Bringing the Moguls, the Media, and the Magic to the World (2nd Edition) By Al Lieberman, Pat Esgate Mobipocket**

**The Definitive Guide to Entertainment Marketing: Bringing the Moguls, the Media, and the Magic to the World (2nd Edition) By Al Lieberman, Pat Esgate EPub**