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By Harold L. Vogel



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The entertainment industry is one of the largest sectors of the U.S. economy and is in fact becoming one of most prominent globally as well, in movies, music, television programming, advertising, broadcasting, cable, casino gambling and wagering, publishing performing arts, sports, theme parks, and toys and games. The eighth edition of Entertainment Industry Economics differs from its predecessors by inclusion of a new section on the legal aspects and limitations common to all such "experience" industries, reference to the emerging field of the psychology of entertainment, partial restructuring and expansion of the music chapter, enhancement of the section on advertising, and broadening of the coverage in the gaming and wagering chapter. 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 this book offers an invaluable guide to how entertainment industries operate.



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Editorial Review

About the Author

Harold L. Vogel is author of Financial Market Bubbles and Crashes (Cambridge University Press, 2010) and Travel Industry Economics: A Guide for Financial Analysis (Cambridge University Press, 2001), the latter of which is a companion volume to this textbook. He was senior entertainment industry analyst at Merrill Lynch and Co. for 17 years and was ranked as top entertainment industry analyst for 10 years by Institutional Investor magazine. Mr Vogel frequently writes and speaks on investment topics related to entertainment and media, leisure and travel and currently heads an independent investment and consulting firm in New York City.

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