



# The Big Picture: The New Logic of Money and Power in Hollywood

*Edward Jay Epstein*

Download now

[Click here](#) if your download doesn't start automatically

# The Big Picture: The New Logic of Money and Power in Hollywood

*Edward Jay Epstein*

## **The Big Picture: The New Logic of Money and Power in Hollywood** Edward Jay Epstein

During the heyday of the studio system spanning the 1930s, '40s, and '50s, virtually all the American motion picture industry's money, power, and prestige came from a single activity: selling tickets at the box office. Today, the movie business is just a small, highly visible outpost in a media universe controlled by six corporations—Sony, Time Warner, NBC Universal, Viacom, Disney, and NewsCorporation. These conglomerates view films as part of an immense, synergistic, vertically integrated money-making industry.

In *The Big Picture*, acclaimed writer Edward Jay Epstein gives an unprecedented, sweeping, and thoroughly entertaining account of the real magic behind moviemaking: how the studios make their money. Epstein shows how, in Hollywood, the only art that matters is the art of the deal: major films turn huge profits, not from the movies themselves but through myriad other enterprises, such as video-game spin-offs, fast-food tie-ins, soundtracks, and even theme-park rides.

The studios may compete with one another for stars, publicity, box-office receipts, and Oscars; their corporate parents, however, make fortunes from cooperation (and collusion) with one another in less glamorous markets, such as cable, home video, and pay-TV.

But money is only part of the Hollywood story; the social and political milieus—power, prestige, and status—tell the rest. Alongside remarkable financial revelations, *The Big Picture* is filled with eye-opening true Hollywood insider stories. We learn how the promise of free cowboy boots for a producer delayed a major movie's shooting schedule; why stars never perform their own stunts, despite what the supermarket tabloids claim; how movies intentionally shape political sensibilities, both in America and abroad; and why fifteen-year-olds dictate the kind of low-grade fare that has flooded screens across the country.

Epstein also offers incisive profiles of the pioneers, including Louis B. Mayer, who helped build Hollywood, and introduces us to the visionaries—Walt Disney, Akio Morita, Rupert Murdoch, Steve Ross, Sumner Redstone, David Sarnoff—power brokers who, by dint of innovation and deception, created and control the media that mold our lives. If you are interested in Hollywood today and the complex and fascinating way it has evolved in order to survive, you haven't seen the big picture until you've read *The Big Picture*.

 [Download The Big Picture: The New Logic of Money and Power ...pdf](#)

 [Read Online The Big Picture: The New Logic of Money and Powe ...pdf](#)

## **Download and Read Free Online The Big Picture: The New Logic of Money and Power in Hollywood Edward Jay Epstein**

---

### **From reader reviews:**

#### **Ronald Castaneda:**

The book *The Big Picture: The New Logic of Money and Power in Hollywood* can give more knowledge and information about everything you want. Why then must we leave a good thing like a book *The Big Picture: The New Logic of Money and Power in Hollywood*? A number of you have a different opinion about guide. But one aim that will book can give many data for us. It is absolutely suitable. Right now, try to closer with your book. Knowledge or facts that you take for that, you are able to give for each other; it is possible to share all of these. Book *The Big Picture: The New Logic of Money and Power in Hollywood* has simple shape but the truth is know: it has great and massive function for you. You can search the enormous world by open up and read a e-book. So it is very wonderful.

#### **Christine McClellan:**

As people who live in the actual modest era should be revise about what going on or facts even knowledge to make these keep up with the era and that is always change and advance. Some of you maybe can update themselves by examining books. It is a good choice for you but the problems coming to you is you don't know what one you should start with. This *The Big Picture: The New Logic of Money and Power in Hollywood* is our recommendation so you keep up with the world. Why, as this book serves what you want and need in this era.

#### **Michael Scott:**

Often the book *The Big Picture: The New Logic of Money and Power in Hollywood* will bring someone to the new experience of reading the book. The author style to elucidate the idea is very unique. When you try to find new book you just read, this book very ideal to you. The book *The Big Picture: The New Logic of Money and Power in Hollywood* is much recommended to you to read. You can also get the e-book from official web site, so you can more easily to read the book.

#### **Molly Salazar:**

Many people spending their time period by playing outside together with friends, fun activity together with family or just watching TV the whole day. You can have new activity to shell out your whole day by reading through a book. Ugh, do you think reading a book can actually hard because you have to use the book everywhere? It fine you can have the e-book, having everywhere you want in your Mobile phone. Like *The Big Picture: The New Logic of Money and Power in Hollywood* which is finding the e-book version. So , try out this book? Let's observe.

**Download and Read Online The Big Picture: The New Logic of  
Money and Power in Hollywood Edward Jay Epstein  
#MQ7EDZHW4RX**

## **Read The Big Picture: The New Logic of Money and Power in Hollywood by Edward Jay Epstein for online ebook**

The Big Picture: The New Logic of Money and Power in Hollywood by Edward Jay Epstein 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 Big Picture: The New Logic of Money and Power in Hollywood by Edward Jay Epstein books to read online.

### **Online The Big Picture: The New Logic of Money and Power in Hollywood by Edward Jay Epstein ebook PDF download**

**The Big Picture: The New Logic of Money and Power in Hollywood by Edward Jay Epstein Doc**

**The Big Picture: The New Logic of Money and Power in Hollywood by Edward Jay Epstein Mobipocket**

**The Big Picture: The New Logic of Money and Power in Hollywood by Edward Jay Epstein EPub**