



Selling Your Film: A Guide to the Contemporary Marketplace

Eric Sherman

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This revised edition, lays out in practical concise terms the landscape of the contemporary film marketplace, its pitfalls and practices. It offers workable strategies and solutions for both film and video makers. Included are detailed sections on: distribution and exhibition; a special video section covering both production and marketing; and an entirely new chapter on audience research. Eric Sherman is a widely-known author, teacher, and film maker.

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