



The American Film Industry

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A pioneering survey of the economic history of the U.S. motion picture industry. Choice Upon its original publication in 1976, *The American Film Industry* was welcomed by film students, scholars, and fans as the first systematic and unified history of the American movie industry. Now this indispensable anthology has been expanded and revised to include a fresh introductory overview by editor Tino Balio and ten new chapters that explore such topics as the growth of exhibition as big business, the mode of production for feature films, the star as market strategy, and the changing economics and structure of contemporary entertainment companies. The result is a unique collection of essays, more comprehensive and current than ever, that reveals how the American movie industry really worked in a century of constant change—from kinetoscopes and the coming of sound to the star system, 1950s blacklisting, and today's corporate empires. Tino Balio is Professor of Communication Arts at the University of Wisconsin Madison and general editor of the Wisconsin/Warner Brothers Screenplay series. He is the author of *United Artists: The Company Built by the Stars*, also published by the UW Press, and the coauthor of *The History of the National Theatre Conference*

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