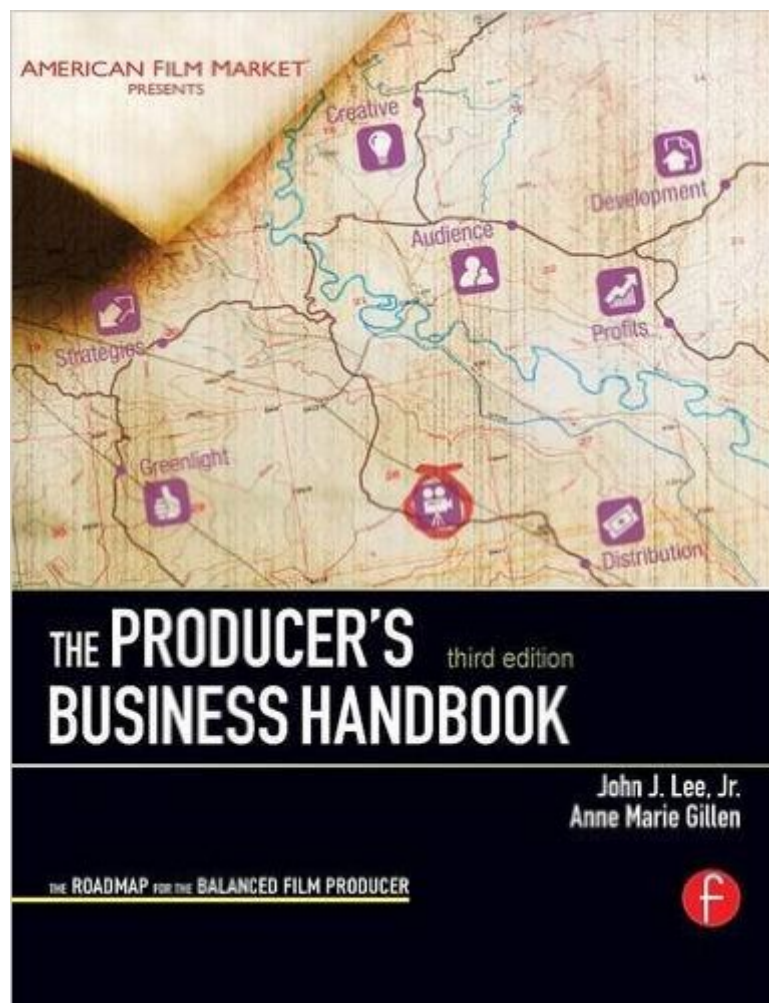


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# The Producer's Business Handbook: The Roadmap For The Balanced Film Producer (American Film Market Presents)



## Synopsis

Gain a comprehensive understanding of the business of entertainment and learn to successfully engage in all related aspects of global production and exploitation with this revised and updated handbook. With *The Producer's Business Handbook* as a guide, you'll learn to create the relationships that the most successful producers have with the various participants in the motion picture industry—this guide provides a global view of how producers direct their relationships with domestic and foreign studios, agencies, attorneys, talent, completion guarantors, banks, and private investors. You get a thorough orientation to operating production development and single-purpose production companies. You'll also become familiar with the team roles needed to operate these companies, and learn how to attach and direct them. For those outside the US, also included is information on how to produce successful films without government funding. This edition has been updated to include comprehensive information on the internal greenlighting process, government financing, and determining actual cost-of-money. It includes new, simplified project evaluation tools, expediting funding and distribution. Together with its companion website ([www.focalpress.com/cw/leejr-9780240814636/](http://www.focalpress.com/cw/leejr-9780240814636/))—which contains valuable forms and spreadsheets, tutorials, and samples—this handbook presents both instruction and worksheet support to independent producers at all levels of experience.

## Book Information

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## Customer Reviews

If you are in any way, shape or form connected to the film industry, especially independent film, you

need this book. It is an absolutely fabulous companion to "Film Production Management" and "The Complete Film Production Handbook", both by Focal Press. This book is on top of what is happening in the new media realms as well as the business side of the concerns of the realms of creative, development, audience, distribution - both domestic and international, greenlighting and staying on budget and on schedule. It's rare to find a book that does not blow impossible pipe dreams into would-be filmmakers' minds but rather gives the reality of what it is to be in the business. This book is about the business side and should absolutely be required reading for any film studies student. The hardest part of filmmaking is the funding. "The Producer's Business Book" gives in depth information to help make it happen and to keep your production in the black, rather than running into the red. The book links to the website for important forms to the producer to keep you focused, on track and organized. It is not just boring facts and figures but gives real, practical advice in down to earth language. It makes no bones about why these things are so important and helps independent producers knowing how to navigate through an area that can be treacherous and quite frankly, very cutthroat. There is a lot of good advice here that no filmmaker can afford to be without.

The Producer's Business Handbook, Third Edition: The Roadmap for the Balanced Film Producer

Much like I have been saying in other reviews about books I have read recently about different aspects of filmmaking this may be the best book on the subject. This is one of the most informative books I have ever read on producing, honestly like others are saying about this book it should be what is taught in film schools. This is some of the best stuff I have ever read, honestly this book is supremely helpful and insightful. Page to page and chapter to chapter this book is excellent. I recommend you pick this up immediately if you want to make a movie or are interested in this type of stuff. This book covers everything from the producer's business standpoint in every aspect that one could think of. From getting financing to handling it to spending it to marketing all the way to the theatrical runs and stuff. Now a lot of the numbers and stuff in here could be confusing, notice how I said could be because in most books there are just that. The authors here have done a marvelous job making this not only easy to read but easy to understand. They break everything down and present it in the simplest terms and even include charts and visual stuff like that. They even breakdown what production companies and studios do and what they are meant for, it really is an excellent read. If you are interested in filmmaking I highly recommend this book because it really is that helpful and easy to read. This is a great book that really is very helpful and very insightful, go pick it up. Honestly I really am happy I got this book as I am on my second read through, just to read it again.

So if you are out and about or looking for something to get here online I say pick this up.

As the book's title implies: it is ALL about the business. If you are looking for a "how-to" for an actual shoot day--look elsewhere. That being said: if you want to know the business and legal side of how to put together a film that has a chance of being seen by a greater audience than your family and friends, and if you want to make sure you're paid for your work (and can afford to make another film), this book can act as a great guide. It provides a very thorough introduction to the ins and outs of what it takes to be a capable, financially successful producer for independent features. It is a comprehensive overview to the business side of producing: financing, distribution, legal matters, investors, etc. Its focus is to explain the many issues producers need to be aware of in getting their product financed and distributed effectively to maximize the film's profit. The book opens with a brief overview of how the market side of the film industry functions. It then breaks that down further, going into the details of how to work with: U.S. theatrical distributors, international territories, and ancillary marketing, internet and DIY marketing, contracts, development and motion picture financing, the team needed for actual production, talent and talent agents/agencies, production company structure, accounting, negotiations, entertainment law, and a brief overview of a producer's position during a shoot day. While this book definitely gives you valuable and thorough information about the business of being a producer, it is not a good introductory text. The detail this book goes into is extensive, and it doesn't take time to explain terms and concepts: it assumes a certain level of knowledge. However, if you know a little bit about the industry--then the Producer's Business Handbook is an invaluable resource to understanding the full range of a producer's duties to himself and his picture.

The Producer's Guide is a very good introduction to various aspects of the movie business and what film production entails (from a business standpoint). It gives a very good overview of such things as distribution channels, the various ancillary income streams associated with a movie (theatrical, home video, broadcast, etc) and the act of actually getting a movie made (including all-important financing). It's pretty authoritative, coming from Variety Magazine, but the narrative sometimes gets a bit dry and overly businesslike, so it's not a consistently smooth read. Notwithstanding, if you are even mildly curious about what producing a film entails from start to finish, and how the movie distribution business functions, you're likely to come away with a significant amount of very useful information.

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