



# The Big Picture: Money and Power in Hollywood

*Edward Jay Epstein*

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

In this unprecedented, all-encompassing, and thoroughly entertaining account of the movie business, acclaimed writer Edward Jay Epstein reveals the real magic behind moviemaking: how the studios make their money.

Epstein shows that 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, from video-game spin-offs and soundtracks to fast-food tie-ins, and even theme-park rides. The studios may compete for stars and Oscars, but their corporate parents view with one another in less glamorous markets such as cable, home video, and pay-TV.

Money, though, is only a small part of the Hollywood story; the social and political milieus—power, prestige, and status—tell the rest. Alongside its remarkable financial revelations and incisive profiles of the pioneers who helped build Hollywood, *The Big Picture* is filled with eye-opening insider stories. 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*.

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