

## Film Marketing

*Finola Kerrigan*

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**Finola Kerrigan : Film Marketing** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Film Marketing:

Film Marketing is the first book to consolidate existing literature into a well informed and academically sound textbook. The book focuses on the film industry as a whole, which incorporates popular (mainstream) fiction films (usually) in English, non English language fiction films, documentary films and art house films. In doing so, it is firmly embedded in the global film industry. Although the film industry is global, it is dominated by the Hollywood major studios, and as such, discussion of the Hollywood film industry will be highlighted. But, unlike other film marketing books on the market, this book also highlights other successful film industries, such as Korea, Nigeria and India, as well as looking at examples of film marketing practices from a range of other countries which provide interesting case studies from Denmark, France, the UK and Hong Kong. Film Marketing offers the student a unique

combination of theory and practice and written in accessible student-friendly manner, presents an appealing and must-have text for anyone studying film. The book includes full pedagogical features and additional lecture resources, available at [www.textbooks.elsevier.com](http://www.textbooks.elsevier.com) allowing for easy use by both lecturer and student. To access the Teaching Support Materials, click on the Instructor Manual tab at the top right of the page. You must be registered and logged in to view this tab.

**About the Author** Finola Kerrigan is a lecturer in Marketing at King's College London. She is currently completing a PhD in marketing in the European film industry at the University of Hertfordshire Business School where she is a member of the Film Industry Research Group. She is also a visiting lecturer on the MA in Film and Television Production at Royal Holloway, The University of London. Her research focuses on marketing of the arts, specifically film and she has published and presented at national and international conferences in this area. She is a member of the Academy of Marketing and the Arts and Heritage Special Interest Group of the Academy of Marketing, The International Arts Marketing Association and the British Academy of Management.