



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

By John J. Lee Jr., Anne Marie Gillen

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**The Producer's Business Handbook: The Roadmap for the Balanced Film Producer (American Film Market Presents)** By John J. Lee Jr., Anne Marie Gillen

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.

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## **Editorial Review**

### **Review**

*This is the **single best work** on financing independent films. The landscape of the film business is changing rapidly and this is one of the **only** books addressing one of the most difficult aspects- financing. There is more to financing a film than developing a business plan and this book shows the practical, in-depth information, efficiently written and presented.* -Don Smith, Associate Chair & Associate Professor, Film & Video Department, Columbia College

*It is so **sharply focused** and so **easy to digest**, I am going to make it the official textbook for my online course in independent film marketing and sales across all platforms.* -Sydney Levine, SydneyBuzz on IndieWIRE and IMDb, Online Instructor: UCLA Extension

*This is a **timely book**, detailing a **proven method for success** and providing relevant data for both investors and filmmakers.* -Jillian Alexander, MBA, CM&AA, CHRC, Managing Director, Corporate Development & Strategy, Conduit Consulting LLC, Former VP-Corporate Development, SONY Pictures Entertainment and member SONY US Ventures team

*In show business, everyone is in love with the show, but it's the business of making significant money that turns on the big boys and girls inside the tent. Learn what they already know by reading this new edition.* - Steve Ecclesine, Independent Producer (12 motion pictures and more than 700 television episodes)

## **Users Review**

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#### **Jonathan Garcia:**

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#### **Sena Meyer:**

Exactly why? Because this The Producer's Business Handbook: The Roadmap for the Balanced Film Producer (American Film Market Presents) is an unordinary book that the inside of the book waiting for you to snap that but latter it will distress you with the secret the idea inside. Reading this book close to it was fantastic author who have write the book in such awesome way makes the content interior easier to understand, entertaining way but still convey the meaning fully. So , it is good for you for not hesitating having this ever again or you going to regret it. This amazing book will give you a lot of gains than the other book have got such as help improving your skill and your critical thinking means. So , still want to hold off having that book? If I were you I will go to the reserve store hurriedly.

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