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Box Office Ideas

Camilla Rothe



Box Office Ideas:

Box Office ,1958 Empire of Ideas Justin Hart,2013-02-14 Covering the period from 1936 to 1953 Empire of Ideas reveals how and why image first became a component of foreign policy prompting policymakers to embrace such techniques as propaganda educational exchanges cultural exhibits overseas libraries and domestic public relations Drawing upon exhaustive research in official government records and the private papers of top officials in the Roosevelt and Truman administrations including newly declassified material Justin Hart takes the reader back to the dawn of what Time Life publisher Henry Luce would famously call the American century when U S policymakers first began to think of the nation s image as a foreign policy issue Beginning with the Buenos Aires Conference in 1936 which grew out of FDR s Good Neighbor Policy toward Latin America Hart traces the dramatic growth of public diplomacy in the war years and beyond The book describes how the State Department established the position of Assistant Secretary of State for Public and Cultural Affairs in 1944 with Archibald MacLeish the Pulitzer Prize winning poet and Librarian of Congress the first to fill the post Hart shows that the ideas of MacLeish became central to the evolution of public diplomacy and his influence would be felt long after his tenure in government service ended The book examines a wide variety of propaganda programs including the Voice of America and concludes with the creation of the United States Information Agency in 1953 bringing an end to the first phase of U S public diplomacy Empire of Ideas remains highly relevant today when U S officials have launched full scale propaganda to combat negative perceptions in the Arab world and elsewhere Hart s study illuminates the similar efforts of a previous generation of policymakers explaining why our ability to shape our image is in the end quite limited Capturing Big Ideas for Less in Feature Film David Bennett Carren,2025-03-28 This book is an accessible guide directed towards filmmakers with restricted resources and shortened schedules who want to ensure their creation of riveting fresh and exciting projects Whether a film is produced under a low or high budget this text emphasizes that a small world coupled with a big idea can serve strong themes complex characters and powerful stories Award winning screenwriter David Carren suffuses this book with his own original Narrative Synonym Process teaching readers how to redevelop and expand a single idea or element in a story into multiple directions Each chapter examines case studies of successful films and screenplays that are suitable to the subject Script to Screen entries evaluate specific scenes in well known films in relation to their dramatic intention and budgetary costs The end of each chapter includes a review of its basic points and a bibliography citing the companies that produced the film or the publishers of their scripts and or where to find them along with an exercise to allow the reader to directly enhance their knowledge and education Offering a variety of exercises throughout to allow the reader to directly enhance their knowledge and education this text is an essential resource for film students screenwriters and filmmakers who want to make strong successful films from limited resources Corporate Culture Practices of German Corporations in the Host Country Indonesia Aang Koswara,2022-10-13 This study addresses the corporate cultural practices

of German companies in the host country Indonesia from the perspective of Indonesian employees managers and German expatriates The focus is on the intercultural challenges that arise in the practice of daily cooperation between Indonesian and German organizational members Using qualitative methods the study examines how these challenges are viewed and managed by organizational members what cultural differences are evident in them and how these differences can be explained and finally what strategies can be used to overcome the challenges in everyday business This ethnographic study is based on interviews with Indonesian and German organizational members analysis of internal company journals and newsletters and observations collected by the author as a professional stranger at Indonesian sites of German multinational companies The study concludes that four cultural issues are fundamental factors in the corporate culture of German companies in the host country Indonesia first the implementation of a culture of integrity second issues of leadership in a hierarchy driven social environment third the daily use of language and the flow of information in a multilingual professional environment and finally the creation and maintenance of harmonious family like working relationships

How to Sell Your Idea to Hollywood Robert Kosberg, 2011-07-14 How to find develop pitch and sell your ideas for films to the movie studios from the man Sherry Lansing calls the best idea man in Hollywood How to Sell Your Idea to Hollywood gets to the very heart of the script the idea A mere idea can land you fame fortune and status At the very least it can be your way into the movie business This book can show you just how powerful an idea can be in Hollywood Ideas are not a dime a dozengreat ideas are one in a million Even if you cannot write a script you can definitely come up with an idea Once you have an idea you can use that idea as leverage to get yourself into the movie game If your main goal is to be a screenwriter you still need to start with a good idea which can help you make a deal to write your script for a studio or you might choose to just sell your idea or your story Successful producer Robert Kosberg has never met anyone who didnt have an idea And this book will help you to learn how to find ideas create ideas and pitch them to the right people Youll also learn what a high concept idea is and most importantly how to get your ideas to the right people Remember you control the rights to your own ideas and thats why ideas are so powerful How to Sell Your Idea to Hollywood encourages people at all levels who are attempting to get their break in the business It has everything you need to know to sell your ideas to the movies If you never thought you had something to offer the movie business you do

The Art & Science of Moviemaking (Part I) Jonathan D. Krane, 2012-09-07

Show Me Your Money Idea Dwayne Anderson, 2017-03-26 Finding an angel investor to fund the next big idea has always been a daunting task The next difficult task is to gain marketing exposure Together these elements can make or break a startup Until recently these two were separate activities you first find investors raise money and then you would allocate your marketing spend The advent of crowdfunding has disrupted the way funding and marketing is done by combining these critical tasks and getting them done at the same time Crowdfunding Venture Capital on Steroids With crowdfunding you can set your terms retain your company s vision culture and bring several shareholders rather than just a handful and most

importantly get promotional boost that comes with this Furthermore crowdfunding also allows you to offer shares and attract a lot more money Entrepreneurs usually raise hundreds of thousands and even millions This Book Is Your Blueprint on the HOW Crowdfunding has offer new avenues for startups and it is relatively easier to start a business than ever before But it is also attached with a steep learning curve Many ventures find themselves into deep waters without the real knowledge of choosing a platform crafting a pitch and attracting investors [The Killer Idea!](#) Nicolas Bordas,2011-10-04 How does a good idea work What s the difference between a good idea and an idea that kills Why do some great ideas fall out of use How can you guarantee that your idea has every chance to succeed Why are some Fac *Screenwriting Poetics and the Screen Idea* I. MacDonald,Ian W. Macdonald,2013-10-30 A new original investigation into how screenwriting works the practices creative poetics and texts that serve the screen idea Using a range of film media and creative theories it includes new case studies on the successful ITV soap Emmerdale Hitchcock s first major screenwriter and David Lean s unfinished film Nostromo **War and Ideas** John Mueller,2013-09-13 This book collects the key essays together with updating notes and commentary of Professor John Mueller on war and the role of ideas and opinions Mueller has maintained that war and peace are in essence merely ideas and that war has waned as the notion that peace is a decidedly good idea has gained currency The first part of the book extends this argument noting that as ideas have spread war is losing out not only in the developed world but now in the developing one and that even civil war is in marked decline It also assesses and critiques theories arguing that this phenomenon is caused by the rising acceptance of democracy and or capitalism The second part argues that the Cold War was at base a clash of ideas that were seen to be threatening not of arms balances domestic systems geography or international structure It also maintains that there has been a considerable tendency to exaggerate security threats currently in particular the one presented by international terrorism and to see them in excessively military terms The third section deals with the role public opinion plays in foreign policy and argues that many earlier conclusions about opinion during the Korean and Vietnam Wars including especially ones concerning the importance of casualties in determining popular support for war apply to more recent military ventures in the Persian Gulf Bosnia Iraq and Afghanistan It also assesses the difficulties leaders and idea entrepreneurs often encounter when they try to manage or manipulate public opinion This book will be of much interest to students of international relations security studies foreign policy and international history **A Brilliant Idea Every 60 Seconds** Michael Kryton,2018-10-09 A Brilliant Idea Every 60 Secondsintroduces a tested ideation and creative thinking methodology developed over the author s 36 year career as a creative communications professional and ideation expert This methodology and the associated tools are being applied in personal lives and professional careers helping people connect to their individual way of operating creatively This how to book on ideation focuses an individual s creative lens and makes the process of generating ideas highly tangible It is not simply about techniques it is also about understanding a context of personal individual creativity which allows individuals to more fully understand and embrace the

Brilliant ideation techniques Most importantly it is about speed generating ideas right now The book is comprised of three components Examining individual creativity understanding the nature of your individual creative process exploring how you think and operate creatively understanding how others think and operate creatively maximizing the way groups teams and think tanks work together creatively and reach their creative potential The ideation toolkit understanding the nine Inherent Values idea triggers and how they work to generate Idea Strings and Actionable Ideas the matrix of these Inherent Values makes the creative process and ideation tangible Case studies examining over 30 case studies ranging from advertising campaigns and live events to problem solving situations and innovative product development

Billboard, 1943 In its 114th year Billboard remains the world's premier weekly music publication and a diverse digital events brand content and data licensing platform Billboard publishes the most trusted charts and offers unrivaled reporting about the latest music video gaming media digital and mobile entertainment issues and trends

Translation: A Guide to the Practice of Crafting Target Texts Stella Cragie, Ann Pattison, 2019-11-18 This practical guide by two experienced translators and translation tutors explores aspects of time context and culture in a range of translated literary texts including novels memoirs poems and plays Reflective analytical sections are complemented by a variety of practical tasks that reflect the book's craft based approach Providing a dual focus on both analysis and creativity this volume helps readers to develop two different skill sets required for translation deconstruction and reconstruction To learn how to analyse or deconstruct a source text ST the tasks include translating and editing comparison and analysis of source language SL texts and translations and critiquing or improving target language TL texts produced by translators from different times A range of creative writing challenges reveal the secrets writers use to hook their readers Whatever language readers translate into these insights will help them to find their own writer's voice making them better equipped to recreate another author's voice whatever the time or cultural context This is the essential guide to improving target texts for all translators and students of translation

My Big Idea Rachel Bridge, 2010-04-03 So what constitutes a good business idea How do you look for one And when you find one how do you know if it's good enough to turn into a successful business My Big Idea tells the stories of 30 successful entrepreneurs and how they got the winning ideas for their successful businesses Intriguing and encouraging this insightful collection shows you that inspiration for that winning business idea is all around you You just have to look carefully and spot it before someone else does So what are you waiting for Read My Big Idea and get ready for inspiration to strike

Activities for Oral Language Development Jodene Lynn Smith, 2005

Free market economics Bettina Bien Greaves, 1977

Popular Mechanics, 1971-04 Popular Mechanics inspires instructs and influences readers to help them master the modern world Whether it's practical DIY home improvement tips gadgets and digital technology information on the newest cars or the latest breakthroughs in science PM is the ultimate guide to our high tech lifestyle

The Idea of Nature in Disney Animation David Whitley, 2016-03-03 In the second edition of The Idea of Nature in Disney Animation David Whitley updates his 2008

book to reflect recent developments in Disney and Disney Pixar animation such as the apocalyptic tale of earth's failed ecosystem WALL-E. As Whitley has shown and Disney's newest films continue to demonstrate the messages animated films convey about the natural world are of crucial importance to their child viewers. Beginning with Snow White, Whitley examines a wide range of Disney's feature animations in which images of wild nature are central to the narrative. He challenges the notion that the sentimentality of the Disney aesthetic, an oft-criticized aspect of such films as *Bambi*, *The Jungle Book*, *Pocahontas*, *Beauty and the Beast*, and *Finding Nemo*, necessarily prevents audiences from developing a critical awareness of contested environmental issues. On the contrary, even as the films communicate the central ideologies of the times in which they were produced, they also express the ambiguities and tensions that underlie these dominant values. In distinguishing among the effects produced by each film and revealing the diverse ways in which images of nature are mediated, Whitley urges us towards a more complex interpretation of the classic Disney canon and makes an important contribution to our understanding of the role popular art plays in shaping the emotions and ideas that are central to contemporary experience.

Photoplay, 1920 **Designs on the Past** Lloyd Llewellyn-Jones, 2018-07-13 The epic glitter and glamour of Hollywood's Golden Age. In the period 1916-1966, during its so-called Golden Age, Hollywood developed a passion for the ancient world and produced many epic movie blockbusters. The studios used every device they could find to wow audiences with the spectacle of antiquity. In this unique study, Lloyd Llewellyn Jones shows how Hollywood carefully and skilfully created the popular modern perception of the ancient world. He analyses how producers, art directors, costumiers, publicity agents, movie stars, and inevitably a cast of thousands literally designed and crafted the ancient world from scratch. This lively book offers a technical as well as a theoretical guide to a much neglected area of film studies and reception studies that will appeal to anyone working in these disciplines. Key Features: Lavishly illustrated with film stills and examples of rare and fascinating marketing material. Broad coverage of films including *The King of Kings*, *The Sign of the Cross*, *Samson and Delilah*, *Land of the Pharaohs*, *The Ten Commandments*, *Ben Hur*, *Spartacus*, and *Cleopatra*. Considers different aspects of film production: the Hollywood set, costume design, the role of the movie star, dialogue, narration, and music. Sets a new agenda for exploring the relationship between history and film, and between history and visual culture. Explores the archaeology of stardom, examining the onscreen and offscreen images of Elizabeth Taylor, Charlton Heston, and Rita Hayworth. Includes a filmography, chronological outline, and study aids.

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