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Think Outside the Box Office: The Ultimate Guide to Film Distribution and Marketing for the Digital Era

Jon Reiss

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Think Outside the Box Office is a primer for filmmaking in the digital era covering distribution of all types of media content - feature films, shorts, webisodes, transmedia, vblogs, etc., and is the first to address the new distribution and marketing landscape facing filmmakers today. The book is a step-by-step, nuts and bolts guide to distributing and marketing a film. Each chapter addresses an essential aspect of a film's release and offers specific techniques so filmmakers can take control of their distribution and marketing destiny. Jon Reiss, an award-winning filmmaker himself, spoke with countless filmmakers, distributors, publicists, web programmers, festival programmers and marketing experts to create this ultimate resource of up to the minute information. Throughout the book, Reiss redefines the process from a filmmaker's point of view empowering the reader to create unique strategies for their individual films.

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