



# Hollywood's Road to Riches

*David Waterman*

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## **Hollywood's Road to Riches** David Waterman

Combining historical and economic analysis, this book shows how, beginning in the 1950s, a largely predictable business has been transformed into a volatile and complex multimedia enterprise now commanding over 80 percent of the world's film business. At the same time, the book asks how the economic forces leading to this success--the forces of audience demand, technology, and high risk--have combined to change the kinds of movies Hollywood produces.

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