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The only book of its kind that deals with the real world of selling movies. Provides the tools necessary to successfully market and distribute a movie. Topics include when to begin promoting the film, what to include in a press kit, examples of paperwork, budgets, ads and contracts, how to create and develop advertising concepts and how to work with the director and producer to create effective advertising and publicity material. It also examines how international markets must be accounted for during a promotional campaign.