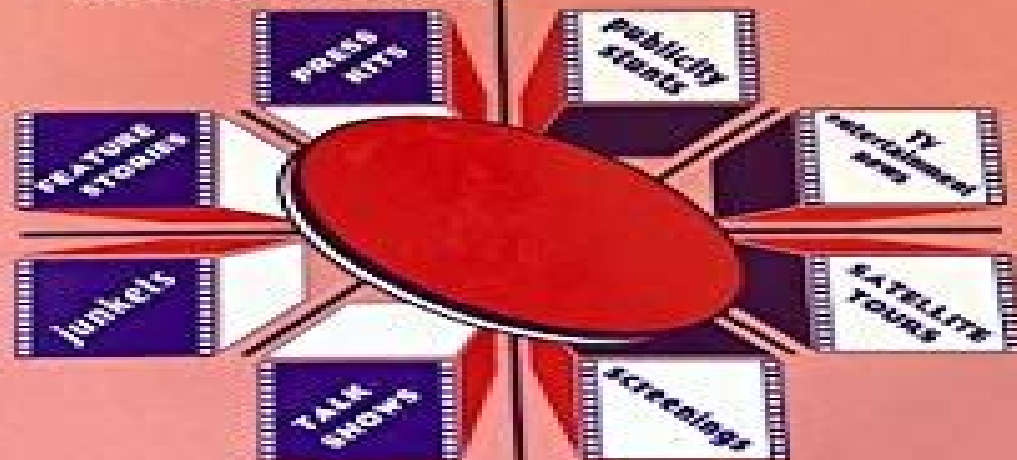


REEL EXPOSURE

HOW TO
PUBLICIZE AND
PROMOTE TODAY'S
MOTION PICTURES



STEVEN
JAY
RUBIN

Reel Exposure How To Publicize And Promote Todays Motion Pictures

Stuart McFadyen



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Reel Exposure Steven Jay Rubin, 1991 *The Anatomy of Buzz* Emanuel Rosen, 2002-05-14 A groundbreaking guide to creating the word of mouth magic that cuts through the skepticism and information overload of today's consumers and drives sales and profits to new heights What turns a sleeper into a box office bonanza or catapults a just released book to the top of bestseller lists How do people decide which car to buy which fashions fit the image they seek and even which movie to see Despite the daily assault of advertising and other traditional marketing strategies statistics show that consumers are overwhelmingly persuaded by word of mouth the recommendations of friends and the buzz that develops in the marketplace As Newsweek recently proclaimed Buzz greases the great conveyor belt of culture and commerce moving everything from movies to fashions of the body and mind faster and faster In *The Anatomy of Buzz* former marketing VP Emanuel Rosen pinpoints the products and services that benefit the most from buzz a universe that embraces everything from high tech equipment to books various consumer and entertainment products to legal and other support services and offers specific strategies for creating and sustaining effective word of mouth campaigns Drawing from interviews with more than 150 executives marketing leaders and researchers who have successfully built buzz for major brands Rosen describes the ins and outs of attracting the attention of influential first users and big mouth movers and shakers He also discusses proven techniques for stimulating customer to customer selling including how companies can spread the word to new territories by taking advantage of customer hubs and networks on the Internet and elsewhere Recent surveys show that 58 percent of young people rely to some extent on others when selecting a car 53 percent of moviegoers follow the recommendations of friends and 65 percent of the people who bought a Palm organizer were inspired by the enthusiasm of others With *The Anatomy of Buzz* business leaders have what they need to start the buzz and reignite excitement about a product or service stalled in a holding pattern or launch a new product into the stratosphere Subject Guide to Books in Print, 1993

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Papers deal with cultural foundations cultural and economic policy the globalization of cultural industries special Quebec research issues Native and multicultural concerns as well as audience and business research The essays are reprinted from Volume 19 Number 3 4 a special issue of the Canadian Journal of Communication **Small Press Record of Books in Print** Len Fulton,1994 [Air Shippers Manual](#) ,1964 *Motion Picture Herald* ,1925 **Small Business Sourcebook** Yolanda A. Johnson,Sonya D. Hill,Julie A. Mitchell,1998 *Popular Science* ,1942-08 Popular Science gives our readers the information and tools to improve their technology and their world The core belief that Popular Science and our readers share The future is going to be better and science and technology are the driving forces that will help make it better

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