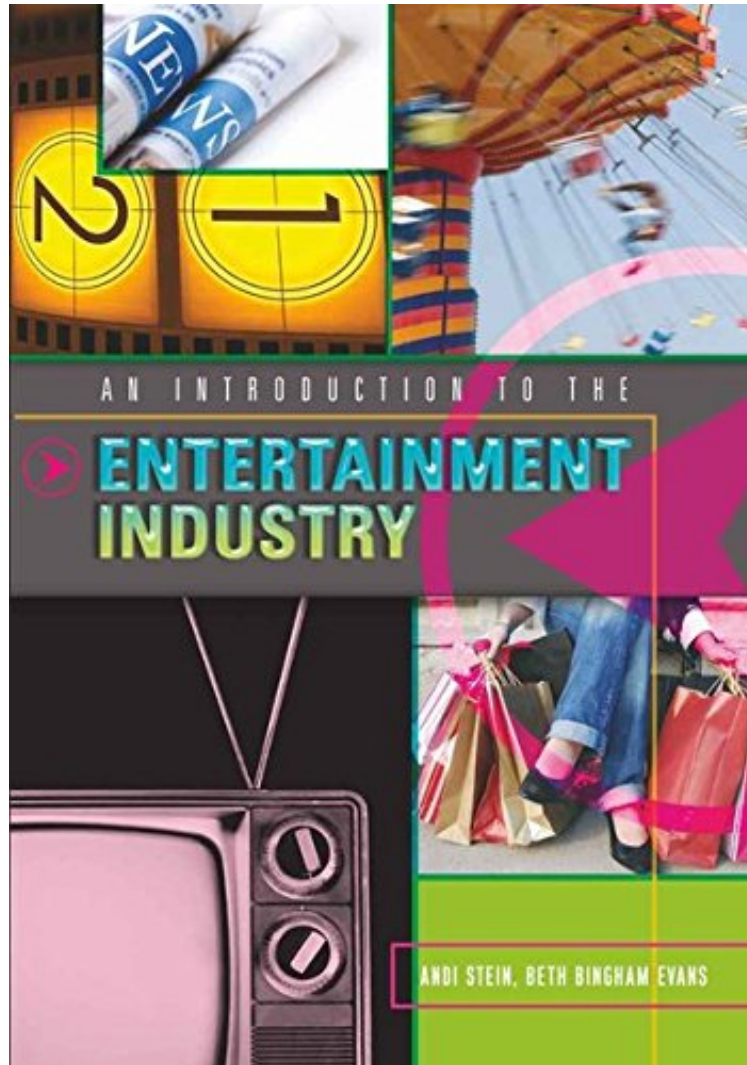


An Introduction to the Entertainment Industry

Beth Bingham Evans, Andi Stein

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Beth Bingham Evans, Andi Stein : An Introduction to the Entertainment Industry before purchasing it in order to gauge whether or not it would be worth my time, and all praised An Introduction to the Entertainment Industry:

2 of 2 people found the following review helpful. Pretty good basic overview, writing isn't exhilarating or unique. By CricketI felt like most of the information, if not all, could be found in basic descriptions of different industries online. Still, it is an introductory book...so it does what it promises to do and explains things well for those who truly have no clue about the subjects within. For someone who wants a more in-depth introduction though, I'd recommend getting a different book. 0 of 1 people found the following review helpful. great product By heekyungx3i needed this for my EAM college class and was so glad I found it on here for cheap (especially for being brand new!). 0 of 2 people found

the following review helpful. Needed it for a class By Kristin This was the required textbook for a class I am taking. Reader-friendly with example career/success stories of individuals in the field.

Whether its a favorite television show, an artist at the top of the music charts, a best-selling book, or a hometown sports team, we love entertainment. Its big business and in this accessible introduction, Andi Stein and Beth Bingham Evans give readers a glimpse inside the industry, to better understand how each segment operates and the challenges and trends it faces. Each chapter addresses a different segment of the entertainment industry including: Film Television Radio Theatre Music Travel/Tourism Sports The book is designed as an introductory text for entertainment courses and as an overview of the industry for those looking to pursue careers in the field of entertainment. A list of resources is provided at the end of each chapter.

About the Author The Authors: Andi Stein is an Associate Professor in the Department of Communications at California State University, Fullerton. She worked as a journalist and public relations practitioner for 16 years prior to entering academia and is the co-author of *News Writing in a Multimedia World*. Stein has a B.A. from George Washington University, an M.A. from the University of North Carolina at Chapel Hill, and a Ph.D. from the University of Oregon. Beth Bingham Evans is a full-time Lecturer in the Department of Communications at California State University, Fullerton. She began her career in television news and has more than 18 years experience as a reporter, anchor, and producer in markets in Southern California and Georgia. Evans is the author of *Workbook for Broadcast News Writing for Professionals*. She has a B.A. from the University of California, San Diego, and an M.A. from California State University, Fullerton.