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Harold L. Vogel is the author of Travel Industry Economics: A Guide for Financial Analysis (Cambridge University Press, 2001), a companion volume to this textbook. He was senior entertainment industry analyst at Merrill

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Lynch & Co. for 17 years and was ranked as top entertainment industry analyst for 10 years by Institutional Investor magazine. Mr.

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The result is a comprehensive up-to-date reference guide on the economics, financing, production, and marketing of entertainment in the United States and overseas. Investors, business executives, accountants, lawyers, arts administrators, and general readers will find that the book offers an invaluable guide to how entertainment industries operate.

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The result is a comprehensive, up-to-date reference guide on the economics, financing, production, and marketing of entertainment in the and overseas. Harold L. Vogel has been selected as a top leisure industry analyst nine times by Industrial Investor.

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Harold L. Vogel is the author of Travel Industry Economics: A Guide for Financial Analysis (Cambridge University Press, 2001), a companion volume to this textbook. He was senior entertainment industry analyst at Merrill Lynch & Co. for 17 years and was ranked as top entertainment industry analyst for a record 10 years by Institutional Investor magazine.

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most prominent globally as well, in movies, music, television programming, advertising, broadcasting, cable, casino gambling and wagering, publishing performing arts, sports, theme parks, and toys and games.

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