



# The Entertainment Economy: How Mega-Media Forces Are Transforming Our Lives

By Michael Wolf

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Every so often an author explains our culture in such a new and original way that from that day on we see the world around us in a new light. From Understanding Media by Marshall McLuhan through Nicholas Negroponte's Being Digital, the books that have shown us the clearest vision of the future have been those that recognize the central role of mass media.

In **The Entertainment Economy**, Michael J. Wolf, the industry's most in-demand strategist, demonstrates that media and entertainment have moved beyond culture to become the driving wheel of the global economy. From New York to New Delhi, from London to Lagos, from Singapore to Seattle, every business is locked in the same battle for consumer attention that movie producers and television programmers deal with on a daily basis. Consumer businesses just like entertainment businesses have to turn to content for the competitive edge. As adviser to companies like MTV, Paramount, Hearst, NBC, Universal, News Corporation, Bertelsmann and the NBA, Wolf is known by industry insiders as the moguls' secret weapon. In clear, brash prose, full of real-life examples, Wolf shows how tomorrow's successful business person will have to act like a mogul in a global economy defined by hits and blockbusters.

From MTV to Ford Motor Company, from Tommy Hilfiger to Martha Stewart, from Citibank to Amazon.com, from Stephen Spielberg to Richard Branson, Wolf shares the insights gained through his unique perspective as the founder of the world's largest media consulting practice, leaving no doubt that the watchwords for all consumer businesses in the 21st century are truly, "There's no business without show business." Written with equal degrees of business and pop culture savvy, *The Entertainment Economy* is a book for everyone.

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## **The Entertainment Economy: How Mega-Media Forces Are Transforming Our Lives** By Michael Wolf Bibliography

- Rank: #3188866 in Books
- Published on: 1999-03-09
- Released on: 1999-03-09
- Original language: English
- Number of items: 1
- Dimensions: 9.75" h x 6.50" w x 1.00" l,
- Binding: Hardcover
- 336 pages

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### Editorial Review

#### Amazon.com Review

Michael J. Wolf says that all businesses--even banks and supermarkets--will increasingly need to be entertaining to thrive. In *The Entertainment Economy*, Wolf, one of the media industry's top strategists, demonstrates how business is becoming synonymous with entertainment--a trend that is exploding because of the Internet. Although no substitute for quality, a company's "E-Factor" is critical in establishing brand and attracting fickle consumers, he writes. "We have come to expect that we will be entertained all the time," Wolf says. "Products and brands that deliver on this expectation are succeeding. Products that do not will disappear." Entertainment is becoming a big part of some industries you might not think of in this regard. For example, CNBC, a business-news cable station, is a hit because it treats the stock market like entertainment, Wolf writes. Tommy Hilfiger, a clothing retailer, became a "cool brand" by promoting rock stars and other celebrities. No merchant can escape the impact of entertainment--especially on the Internet. An online business must grab people or it will perish. When businesses stake out a position on the Web, they can't just provide online ordering. They must also feature compelling "entertainment content" to win customers. The author, a consultant for Viacom, Newscorp, and other media giants, sprinkles his book with inside stories about Ted Turner, Barry Diller, and Steven Spielberg. This book is for business owners, advertising pros, and people interested in a different take on what's driving the economy. --*Dan Ring*

#### Review

"Since I always read the end of a book first, I loved the conclusion of THE ENTERTAINMENT ECONOMY.... Imagination, Michael Wolf contends, is the most valuable asset of all. As proof, he takes you on a pop culture tour, uncovering the lessons of Michael Jordan, Madonna, Viagra, e-commerce and sports utility vehicles, and finally, the mystery of how you get to create the next cultural phenomenon. I laughed, I cried, I took notes."

--Judy McGrath, President of MTV

"As advisor to many of the world's top media moguls, Michael Wolf has the ultimate insider's view of how entertainment is changing every aspect of our lives. In his engrossing book, THE ENTERTAINMENT ECONOMY, he offers insights on the new and traditional media and the decision-makers who will change our economy and culture."

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People live in this new day time of lifestyle always try to and must have the time or they will get great deal of stress from both daily life and work. So , once we ask do people have extra time, we will say absolutely sure. People is human not just a robot. Then we question again, what kind of activity do you have when the spare time coming to an individual of course your answer will unlimited right. Then do you ever try this one, reading books. It can be your alternative in spending your spare time, often the book you have read is actually *The Entertainment Economy: How Mega-Media Forces Are Transforming Our Lives*.

#### Donald Taylor:

Playing with family in a very park, coming to see the sea world or hanging out with good friends is thing that usually you could have done when you have spare time, after that why you don't try issue that really opposite from that. A single activity that make you not experience tired but still relaxing, trilling like on roller coaster you already been ride on and with addition info. Even you love *The Entertainment Economy: How Mega-Media Forces Are Transforming Our Lives*, you may enjoy both. It is excellent combination right, you still wish to miss it? What kind of hangout type is it? Oh can happen its mind hangout folks. What? Still don't have it, oh come on its known as reading friends.

#### Anna Cooper:

Is it a person who having spare time after that spend it whole day by watching television programs or just lying on the bed? Do you need something totally new? This *The Entertainment Economy: How Mega-Media Forces Are Transforming Our Lives* can be the response, oh how comes? A fresh book you know. You are therefore out of date, spending your time by reading in this brand new era is common not a nerd activity. So what these guides have than the others?

#### Clifford McDaniel:

Many people said that they feel fed up when they reading a e-book. They are directly felt that when they get a half portions of the book. You can choose the particular book *The Entertainment Economy: How Mega-Media Forces Are Transforming Our Lives* to make your own reading is interesting. Your own skill of reading proficiency is developing when you such as reading. Try to choose very simple book to make you enjoy to see it and mingle the impression about book and examining especially. It is to be 1st opinion for you to like to wide open a book and read it. Beside that the reserve *The Entertainment Economy: How Mega-Media Forces Are Transforming Our Lives* can to be your friend when you're feel alone and confuse in what must you're doing of their time.

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