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"I'M SKEPTICAL ABOUT HEAVEN
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Robert Marich is a business journalist and
analyst with more than 25-years of
experience covering the film industry. His
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Overview. Normal0falsefalsefalseEN-USX-NONEX-NONE. While Hollywood executives spend millions of dollars making movies, even more money is poured into selling those films to the public. In the third edition of his comprehensive guidebook, *Marketing to Moviegoers: A Handbook of Strategies and Tactics*, veteran film and TV journalist Robert Marich plumbs the depths of the methods used by studios to market their films to consumers.

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Robert Marich is a business journalist and analyst with more than 25-years of experience covering the film industry. His book, "Marketing to Moviegoers: A Handbook of Strategies and Tactics" is the go-to reference for understanding the marketing and promotional strategies, tactics and methods employed by the major studios.

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In the third edition of his comprehensive guidebook, Marketing to Moviegoers: A Handbook of Strategies and Tactics, veteran film and TV journalist Robert Marich plumbs the depths of the methods used by studios to market their films to consumers.

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"Marketing to Moviegoers" is the essential guide to film marketing. Although there are many resources available about how to make a film, there are few about how to get your film seen once it's made and none

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"Marketing to Moviegoers: A Handbook of Strategies Used by Major Studios and Independents is an essential guide to film marketing. As digital technology makes it easier to produce films, the volume of films continues to grow, making it more and more difficult to ensure that each individual film has an audience.

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