



Blockbuster: How Hollywood Learned to Stop Worrying and Love the Summer

Tom Shone

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It's a typical summer Friday night and the smell of popcorn is in the air. Throngs of fans jam into air-conditioned multiplexes to escape for two hours in the dark, blissfully lost in Hollywood's latest glittery confection complete with megawatt celebrities, awesome special effects, and enormous marketing budgets. The world is in love with the blockbuster movie, and these cinematic behemoths have risen to dominate the film industry, breaking box office records every weekend. With the passion and wit of a true movie buff and the insight of an internationally renowned critic, Tom Shone is the first to make sense of this phenomenon by taking readers through the decades that have shaped the modern blockbuster and forever transformed the face of Hollywood.

The moment the shark fin broke the water in 1975, a new monster was born. Fast, visceral, and devouring all in its path, the blockbuster had arrived. In just a few weeks *Jaws* earned more than \$100 million in ticket sales, an unprecedented feat that heralded a new era in film. Soon, blockbuster auteurs such as Steven Spielberg, George Lucas, and James Cameron would revive the flagging fortunes of the studios and lure audiences back into theaters with the promise of thrills, plenty of action, and an escape from art house pretension.

But somewhere along the line, the beast they awakened took on a life of its own, and by the 1990s production budgets had escalated as quickly as profits. Hollywood entered a topsy-turvy world ruled by marketing and merchandising mavens, in which flops like *Godzilla* made money and hits had to break records just to break even. The blockbuster changed from a major event that took place a few times a year into something that audiences have come to expect weekly, piling into the backs of one another in an annual demolition derby that has left even Hollywood aghast.

Tom Shone has interviewed all the key participants -- from cinematic visionaries like Spielberg and Lucas and the executives who greenlight these spectacles down to the effects wizards who detonated the *Death Star* and blew up the White House -- in order to reveal the ways in which blockbusters have transformed how Hollywood makes movies and how we watch them. As entertaining as the films it chronicles, *Blockbuster* is a must-read for any fan who delights in the magic of the movies.

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David McKenney:

Spent a free time for you to be fun activity to try and do! A lot of people spent their spare time with their family, or their very own friends. Usually they accomplishing activity like watching television, going to beach, or picnic in the park. They actually doing same every week. Do you feel it? Will you something different to fill your own personal free time/ holiday? Can be reading a book could be option to fill your free of charge time/ holiday. The first thing you will ask may be what kinds of reserve that you should read. If you want to try out look for book, may be the book untitled Blockbuster: How Hollywood Learned to Stop Worrying and Love the Summer can be excellent book to read. May be it might be best activity to you.

David George:

Exactly why? Because this Blockbuster: How Hollywood Learned to Stop Worrying and Love the Summer is an unordinary book that the inside of the book waiting for you to snap the idea but latter it will distress you with the secret the idea inside. Reading this book alongside it was fantastic author who write the book in such incredible way makes the content within easier to understand, entertaining way but still convey the meaning fully. So , it is good for you because of not hesitating having this nowadays or you going to regret it. This book will give you a lot of advantages than the other book possess such as help improving your proficiency and your critical thinking method. So , still want to delay having that book? If I had been you I will go to the e-book store hurriedly.

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