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products—the movies,

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~~'Blockbusters': Go Big Or Go Home, Says Harvard Professor ...~~

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Anita Elberse, the
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Administration at the
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work has been featured in
The New York Times,
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is the author of *Blockbusters: Hit-making, Risk-taking, and the Big Business of Entertainment*.

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As someone who favors niche movies and TV, Anita Elberse's thesis that entertainment businesses need their blockbusters

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and superstars to thrive is a sobering reality. I mean, the math actually works in favor of the big risk taker. You just need the millions pull it off. Economics has predicted this trend for a while and it's expected to scale.

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Elberse, Anita,

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Blockbusters: Hit-making, Risk-taking and the Big Business of Entertainment, Scribe, Melbourne, 2013, ISBN 9781922070692 (pb), 307 pp., A\$32.99. Whether digital technologies will spell the end of the blockbuster is a hotly debated issue in the entertainment industry.

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Monday 12/23/2013.
Harvard Professor of
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Anita Elberse introduces
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