



# Film Marketing into the Twenty-First Century

*Nolwenn Mingant, Cecilia Tirtaine, Joël Augros*

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**Film Marketing into the Twenty-First Century** Nolwenn Mingant, Cecilia Tirtaine, Joël Augros

This diverse collection draws on insights from renowned film academics and leading industry professionals to provide a comprehensive overview of film marketing in multiple global contexts. Straddling practical and theoretical considerations, the book explores modern film marketing, its evolution, and the key issues at stake in a global era.

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