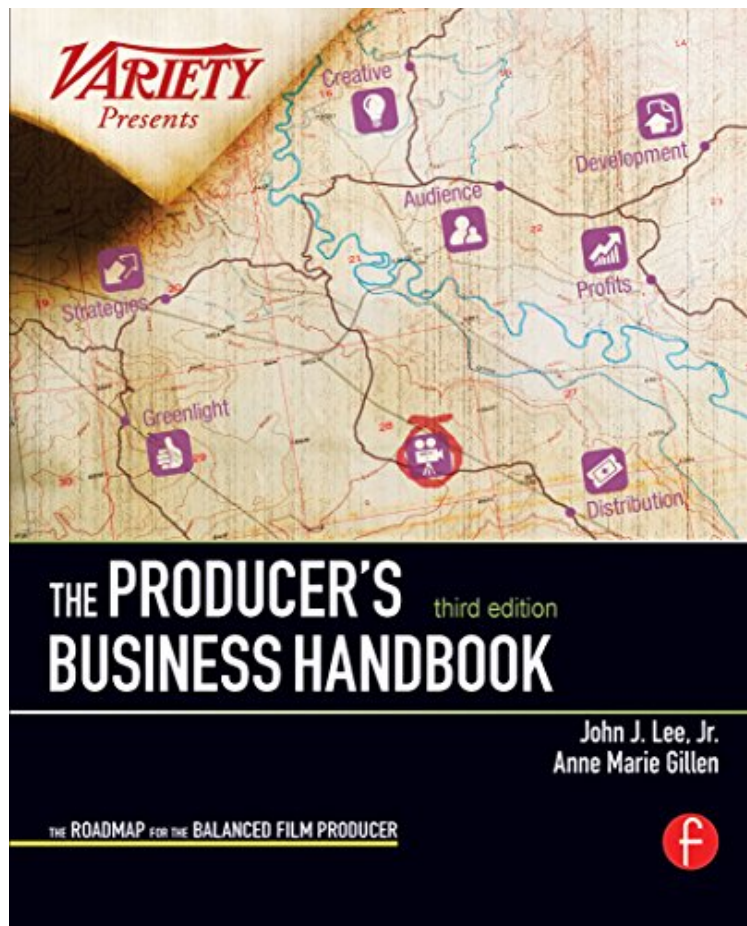


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## The Producer's Business Handbook: The Roadmap for the Balanced Film Producer (American Film Market Presents)

John J. Lee Jr.

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3 of 3 people found the following review helpful. Great primer on the business of fil...By Rafael MoscatelThis book is a fairly comprehensive introduction to the business of filmmaking. John J. Lee and Anne Marie Gillen have done a really thorough job describing how the motion picture industry functions and they provide a lot of first hand knowledge about best practices for producers. I would recommend it to anybody interested in working in any segment of the industry.0 of 0 people found the following review helpful. Comprehensive, Professional, Outstanding advice.By Kindle CustomerA PhD. In producing films from a business and finance perspective between two covers. It has helped me approach the development of my film series. The best and cheap at twice the price.7 of 7 people found the

following review helpful. The best book I've found so far on the business of film

By Carolyn Sapp

I recently decided to change careers and get into the business of movies and TV. My personal goal was to find a niche that would generate steady income, and I was not necessarily looking to express myself creatively. Coming from a real estate business background, I found this book to be highly technical and detailed on the business of movies and TV, from the organization of a production company, through sales markets, distribution strategies and commonly understood accounting practices. This was exactly the primer I needed, and it has brought me to the next level in my freshman year in this business.

This book is the bible for independent film producers on how to set up, finance, and run a successful and ongoing film development/production company or single-picture film.

This is the single best work on financing independent films. The landscape of the film business is changing rapidly and this is one of the only books addressing one of the most difficult aspects- financing. There is more to financing a film than developing a business plan and this book shows the practical, in-depth information, efficiently written and presented.

-Don Smith, Associate Chair Associate Professor, Film Video Department, Columbia College

It is so sharply focused and so easy to digest, I am going to make it the official textbook for my online course in independent film marketing and sales across all platforms.

-Sydney Levine, SydneysBuzz on IndieWIRE and IMDb, Online Instructor: UCLA Extension

This is a timely book, detailing a proven method for success and providing relevant data for both investors and filmmakers.

-Jillian Alexander, MBA, CMAA, CHRC, Managing Director, Corporate Development Strategy, Conduit Consulting LLC, Former VP-Corporate Development, SONY Pictures Entertainment and member SONY US Ventures team

In show business, everyone is in love with the show, but it's the business of making significant money that turns on the big boys and girls inside the tent. Learn what they already know by reading this new edition.

-Steve Ecclesine, Independent Producer (12 motion pictures and more than 700 television episodes)

About the Author

John J. Lee, Jr. successfully led the vision, launch and expansion of several entertainment and media entities and provided business, funding and distribution services for scores of major studio-released motion pictures, television network series and specials, with combined production costs of over \$470 million and global rights earnings exceeding \$4 billion.

Anne Marie Gillen is an independent producer who has developed, financed, and produced films ranging from studio fare, like Fried Green Tomatoes, to passion projects to low-budget indies. As an executive, she served as COO for actor Morgan Freeman's company, Revelations Entertainment. Gillen Group's consulting division offers business planning, script analysis, worldwide distribution consultation, and cash flow projections.