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the book Goodreads. If you  
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well researched and loaded  
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All in all, just as  
blockbuster bets at first  
glance seem risky but upon

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closer examination may in fact be the safer choice, releasing those bets in a manner that emphasizes big openings may seem to only heighten the risk but is often the smartest approach.

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By: Anita Elberse. Format:

Print ... building a  
business around blockbuster  
products—the movies,  
television shows, songs, and

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books that are hugely expensive to produce and market—is the surest path to long-term success. Along the way, I reveal why entertainment ...

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Now Elberse has published  
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(Henry Holt), which is a  
response to Anderson’s long-  
tail theory, and in many  
ways a ...

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She's just written a book called Blockbusters: Hit-making, Risk-taking, and the Big Business of Entertainment – and she says the title doesn't just apply to movies.

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Anita Elberse, the Lincoln  
Filene Professor of Business  
Administration at the  
Harvard Business School, is

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one of the youngest female professors to be awarded tenure in the School's history. Her work has been featured in The New York Times, The Wall Street Journal, Variety, and Fortune. She is the author of

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As someone who favors niche  
movies and TV, Anita

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Elberse's thesis that entertainment businesses need their blockbusters 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

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pull it off. Economics has predicted this trend for a while and it's expected to scale.

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Elberse, 40, expands on her

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contrarian notion in her new book “Blockbusters: Hit-making, Risk-taking, and the Big Business of Entertainment” (Henry Holt & Co.). In an exclusive excerpt below,...

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(Henry Holt, 2013) ISBN

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