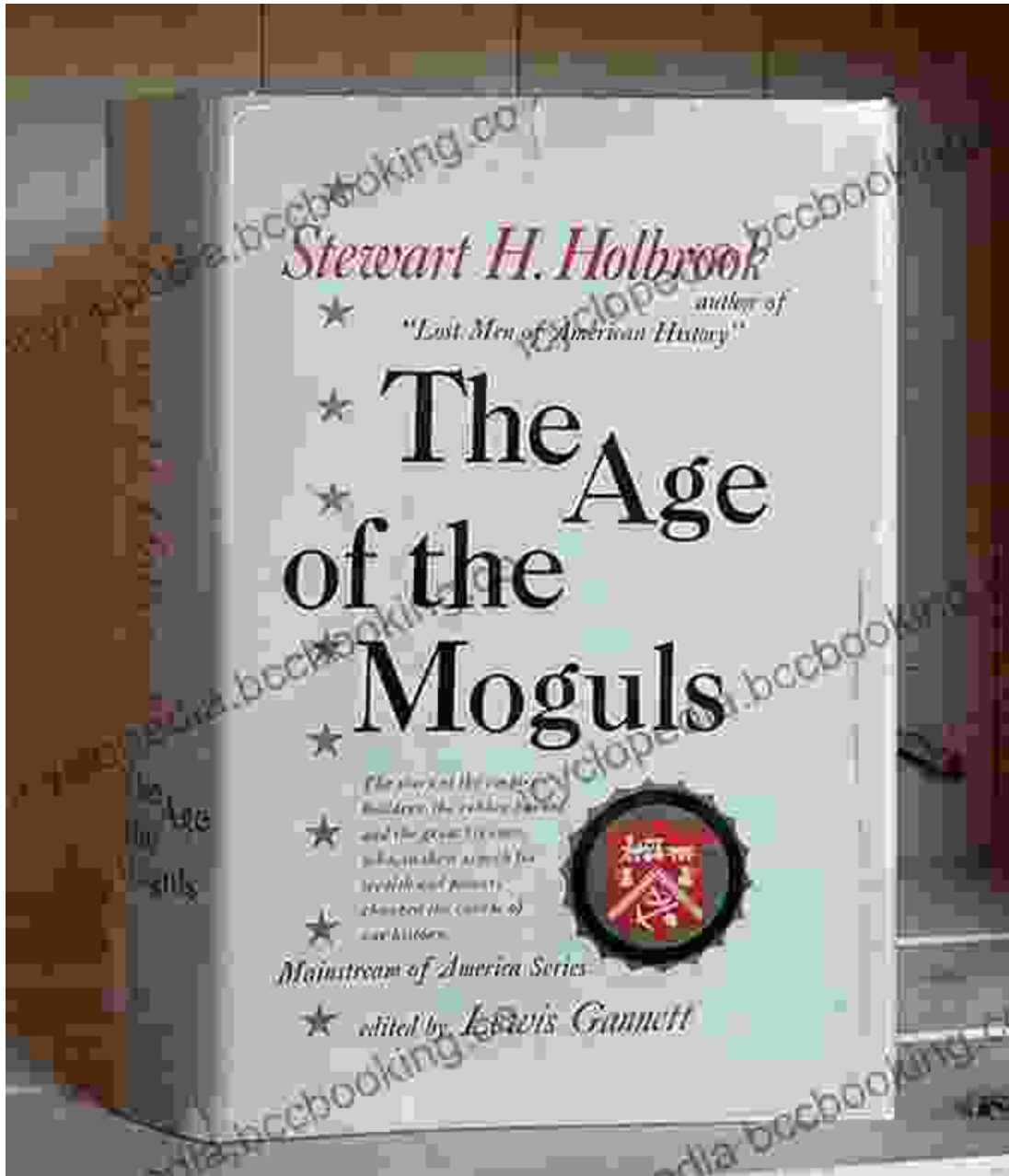


Bringing the Moguls: The Media and the Magic to the World

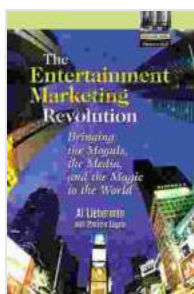


Discover the Enthralling History of Indian Cinema

Bringing the Moguls is a captivating journey into the world of Indian cinema, the largest and most vibrant film industry in the world. It tells the story of the

moguls who built this empire, from the pioneers of the silent era to the present-day visionaries who continue to shape the entertainment landscape.

Through fascinating anecdotes and in-depth analysis, the book explores the unique challenges and triumphs that have shaped Indian cinema. It examines the influence of politics, culture, and technology on the industry, and reveals the strategies and innovations that have made it a global phenomenon.



Definitive Guide to Entertainment Marketing, The: Bringing the Moguls, the Media, and the Magic to the World by Al Lieberman

★★★★☆ 4.4 out of 5

Language	: English
File size	: 6830 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 305 pages



Bringing the Moguls is a must-read for film enthusiasts, entrepreneurs, and anyone interested in the rise of entertainment empires. It is a testament to the power of storytelling and the resilience of human creativity.

Key Features

- A comprehensive history of Indian cinema, from its origins to the present day

- Profiles of iconic moguls, such as Dadasaheb Phalke, Raj Kapoor, and Yash Chopra
- Insights into the business and creative processes of Indian cinema
- Analysis of the impact of Indian cinema on global culture

Author

The book is written by Meera Dewan, a renowned film scholar and author. Her previous books include "Bollywood: The Films That Made India" and "The Cinematic Imagination of Satyajit Ray."

Reviews



" "Bringing the Moguls is a fascinating and informative account of the rise of Indian cinema. Meera Dewan's insights into the business and creative aspects of the industry are invaluable."

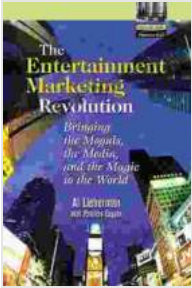
- The New York Times"



" "A must-read for anyone interested in the history and future of Indian cinema."

- The Hollywood Reporter"

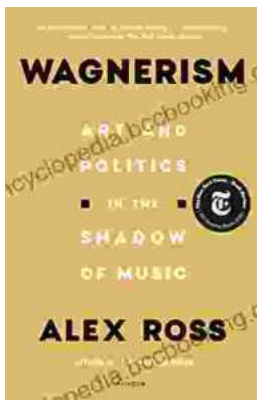
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