



## On Hollywood: The Place, the Industry (Paperback)

By Allen J. Scott

Princeton University Press, United States, 2014. Paperback. Book Condition: New. Reprint. 231 x 150 mm. Language: English . Brand New Book. Why is the U.S. motion picture industry concentrated in Hollywood and why does it remain there in the age of globalization? Allen Scott uses the tools of economic geography to explore these questions and to provide a number of highly original answers. The conceptual roots of his analysis go back to Alfred Marshall's theory of industrial districts and pick up on modern ideas about business clusters as sites of efficient and innovative production. *On Hollywood* builds on this work by adding major new empirical elements. By examining the history of motion-picture production from the early twentieth century to the present through this analytic lens, Scott is able to show why the industry (which was initially focused on New York) had shifted the majority of its production to Southern California by 1919. He also addresses in detail the bases of Hollywood's long-standing creative energies and competitive advantages. At the same time, the book explores the steady globalization of Hollywood's market reach as well as the cultural and political dilemmas posed by this phenomenon. *On Hollywood* will appeal...



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