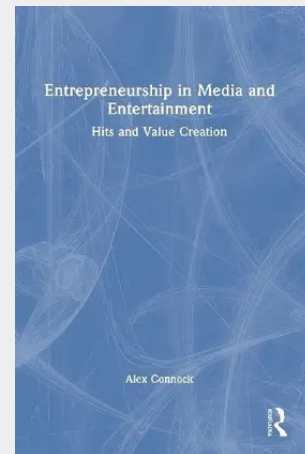


Entrepreneurship in Media and Entertainment

Hits and Value Creation

Where do ideas like Pokemon or Harry Potter come from? How do hit artists like Charlie XCX happen? How are stars like MrBeast created? How are high-value entrepreneurial exits created? Entrepreneurship in Media and Entertainment: Hits and Value Creation is the detailed, global, go-to guide to the journey of a startup in the fast-evolving, global creative industries. Written by Oxford academic and media entrepreneur Alex Connock, the book spans the lifetime of an entrepreneurial venture, through seven key stages and value drivers: startup, ideas, talent, technology, engagement, scaleup and exit. Covering entertainment in video games, TV, film, streaming, the creator economy, music, publishing, advertising, live entertainment, theatre and VR/AR, this book has a truly global reach, with cases from Nigeria to Ghana, South Africa, Saudi Arabia, India, China, Japan, Indonesia, Malaysia, South Korea, Australia, Vietnam, Brazil and Mexico, as well as Europe, the UK and US. The impact of artificial intelligence is embedded throughout – from Generative AI and copyright to content and collaborative filtering in AI-powered streaming. Filled with examples, the book dives deep into the careers of stars, the genesis of hits, the power of creators, and the best thinking on ideas generation. Theoretical concepts are leveraged to analyze startup creation and engagement, along with practical valuation techniques throughout the entrepreneurial journey. An up-to-date, academically informed global guide, this book is part of a trilogy that represents essential reading for students, scholars and reflective practitioners of media management, building on earlier titles on AI and live experience.

Entrepreneurship in Media and Entertainment: Hits and Value Creation is the detailed, global, go-to guide to the journey of a startup in the fast-evolving, global creative industries, spanning the lifetime of an entrepreneurial venture through Startup, Ideas, Talent, Technology, Engagement, Scaleup and Exit.

**208,00 €**

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