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...Anita Elberse is a Professor of Business Administration at Harvard Business School, specializing in the entertainment, media and sports sectors. Trained as an economist and econometrician, ... "Blockbusters: Hit-making, Risk-taking, and the Big Business of Entertainment. ...Anita Elberse - WikipediaAn interview with Harvard Business School professor Anita Elberse, author of "Blockbusters: Hit-making, Risk-taking, and the Big Business of Entertainment." ... Interview: Harvard Business School professor Anita Elberse on what Hollywood's love of blockbusters means for the rest of us by Erika Olson.Interview: Harvard Business School professor Anita Elberse ...In a 2013 article for New York magazine (as well as in her book "Blockbusters: Hit-Making, Risk-Taking and the Big Business of Entertainment"), she writes, "the truth of the matter is that there's generally a clear reason why studio heads do what they do — they are, in fact, very focused on reducing risk."Are Blockbusters Destroying the Movies? - The New York TimesI want to bring astrologers, jewelers, and consumers together on a right platform. My focus is to inform gemological facts to astrologers, jewelers, and consumers on issues related to colored stones, diamond, pearl, and coral, because in all cultures they are part of birthstones.Today or tomorrow, consumers are going to purchase and wear birthstones for personal or astrological reasons.Studiopjj: Blockbusters: Hit-making, Risk-taking, And The ...In an exclusive excerpt from Anita Elberse's book "Blockbusters: Hit-making, Risk-taking, and the Big Business of Entertainment," the Harvard Business School professor analyzes what YouTube's ...Anita Elberse: Harvard Business Professor on Art of ...Blockbusters: Hit-making, Risk-taking, and the Big

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Several of these case studies are described in her bestselling first book, Blockbusters: Hit-making, Risk-taking, and the Big Business of Entertainment, which Amazon named one of its Best Books of

2013. Prior to joining Harvard Business School, professor Elberse was a Visiting Fellow at The Wharton School, University of Pennsylvania.

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In a 2013 article for New York magazine (as well as in her book "Blockbusters: Hit-Making, Risk-Taking and the Big Business of Entertainment"), she writes, "the truth of the matter is that there's generally a clear reason why studio heads do what they do — they are, in fact, very focused on reducing risk."

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