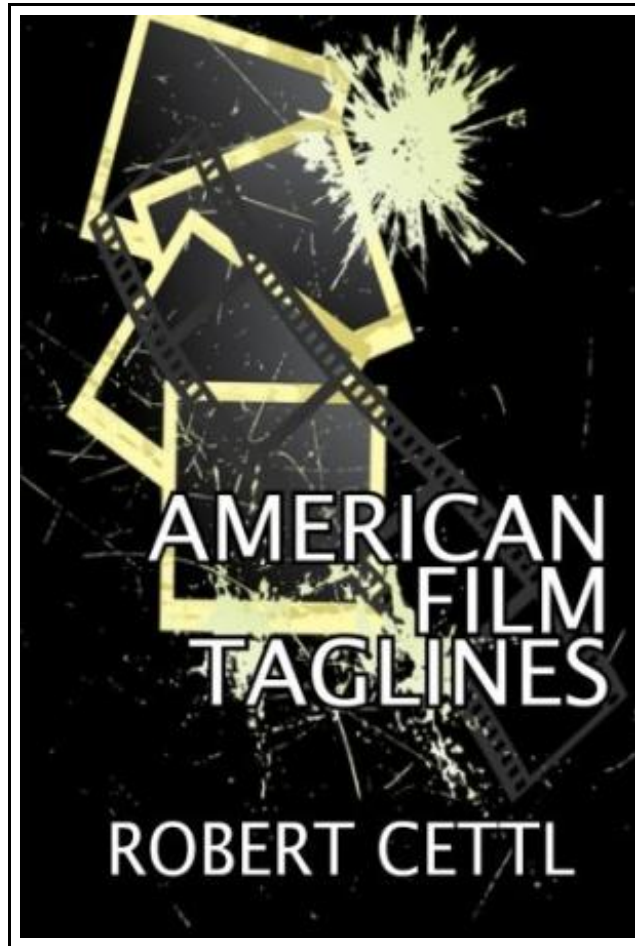


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AMERICAN FILM TAGLINES (PAPERBACK)



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Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.The Golden Age of American Cinema. The first ever anthology of movie taglines, American Film Taglines is a thoroughly researched compendium of movie marketing magic! Covering all genres, from horror to romance, action to sci-fi and exploitation to erotica, this compendium of tagline information gives background information about, and context to, some of the most memorable, peculiar, witty, philosophical, romantic, wry and most unusual of taglines. As movie taglines must both encapsulate the film's tone and grip the potential viewer's attention enough to interest them in seeing the movie, they have an enormously important role in film marketing. However, despite the prominence taglines can achieve in this popular cinema-going experience - a long time ago in a galaxy far, far away for instance (Star Wars in case you needed reminding) - there has never been an anthology dedicated to this overlooked art of movie promotion: until now. Listing hundreds of movie taglines and the back-stories of their creation, American Film Taglines is a unique experience for the genuine movie enthusiast and an ideal, info-taining companion to the home theatre experience.



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