



Hollywood Stardom

Paul McDonald

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By integrating star studies and film industry studies, *Hollywood Stardom* reveals the inextricable bonds between culture and commerce in contemporary notions of film stardom.

- Integrates the traditions of star studies and industry studies to establish an original and innovative mode of analysis whereby the 'star image' is replaced with the 'star brand'
- Offers the first extensive analysis of stardom in the 'post-studio' era
- Combines genre, narrative, acting, and discourse analysis with aspects of marketing theory and the economic analysis of the film market
- Draws on an extensive body of research data not previously deployed in film scholarship
- A wide range of star examples are explored including George Clooney, Mel Gibson, Tom Cruise, Daniel Day-Lewis, Tom Hanks, Will Smith, and Julia Roberts

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