



Showman of the Screen: Joseph E. Levine and His Revolutions in Film Promotion (Screen Classics)

A. T. McKenna

Download now

[Click here](#) if your download doesn't start automatically

Showman of the Screen: Joseph E. Levine and His Revolutions in Film Promotion (Screen Classics)

A. T. McKenna

Showman of the Screen: Joseph E. Levine and His Revolutions in Film Promotion (Screen Classics) A. T. McKenna

Short, immaculately dressed, and shockingly foul-mouthed, Joseph E. Levine (1905--1987) was larger than life. He rose from poverty in Boston's West End to become one of postwar Hollywood's most prolific independent promoters, distributors, and producers. Alternately respected and reviled, this master of movie promotion was responsible for bringing films as varied as *Godzilla: King of the Monsters!* (1956), *Hercules* (1958), *The Graduate* (1967), *The Lion in Winter* (1968), and *A Bridge Too Far* (1977) to American audiences .

In the first biography of this controversial pioneer, A. T. McKenna traces Levine's rise as an influential packager of popular culture. He explores the mogul's pivotal role in many significant industry innovations from the 1950s to the 1970s, examining his use of saturation release tactics and bombastic advertising campaigns. Levine was also a trailblazer in promoting European art house cinema in the 1960s. He made Federico Fellini's *8½* (1963) a hit in America, feuded with Jean-Luc Godard over their production of *Contempt* (1963), and campaigned aggressively for Sophia Loren to become the first actress to win an Oscar for a foreign language performance for her role in *Two Women* (1960).

Despite his significant accomplishments and prominent role in shaping film distribution and promotion in the post-studio era, Levine is largely overlooked today. McKenna's in-depth biography corrects misunderstandings and misinformation about this colorful figure, and offers a sober assessment of his contributions to world cinema. It also illuminates Levine's peculiar talent for movie- and self-promotion, as well as his extraordinary career in the motion picture business.

 [Download Showman of the Screen: Joseph E. Levine and His Re ...pdf](#)

 [Read Online Showman of the Screen: Joseph E. Levine and His ...pdf](#)

Download and Read Free Online Showman of the Screen: Joseph E. Levine and His Revolutions in Film Promotion (Screen Classics) A. T. McKenna

From reader reviews:

Eric Hough:

Do you have favorite book? Should you have, what is your favorite's book? Book is very important thing for us to learn everything in the world. Each guide has different aim or perhaps goal; it means that reserve has different type. Some people sense enjoy to spend their a chance to read a book. They may be reading whatever they consider because their hobby will be reading a book. What about the person who don't like studying a book? Sometime, man or woman feel need book once they found difficult problem or exercise. Well, probably you will want this Showman of the Screen: Joseph E. Levine and His Revolutions in Film Promotion (Screen Classics).

William Murphy:

The book Showman of the Screen: Joseph E. Levine and His Revolutions in Film Promotion (Screen Classics) gives you the sense of being enjoy for your spare time. You can use to make your capable a lot more increase. Book can for being your best friend when you getting pressure or having big problem with your subject. If you can make reading a book Showman of the Screen: Joseph E. Levine and His Revolutions in Film Promotion (Screen Classics) to get your habit, you can get considerably more advantages, like add your capable, increase your knowledge about several or all subjects. You could know everything if you like start and read a guide Showman of the Screen: Joseph E. Levine and His Revolutions in Film Promotion (Screen Classics). Kinds of book are several. It means that, science e-book or encyclopedia or others. So , how do you think about this publication?

Tyrone Smith:

What do you think of book? It is just for students as they are still students or the item for all people in the world, what best subject for that? Just you can be answered for that concern above. Every person has various personality and hobby for each and every other. Don't to be forced someone or something that they don't would like do that. You must know how great and important the book Showman of the Screen: Joseph E. Levine and His Revolutions in Film Promotion (Screen Classics). All type of book are you able to see on many solutions. You can look for the internet options or other social media.

Georgia Cunningham:

Reading a reserve can be one of a lot of pastime that everyone in the world loves. Do you like reading book and so. There are a lot of reasons why people like it. First reading a publication will give you a lot of new information. When you read a e-book you will get new information due to the fact book is one of several ways to share the information as well as their idea. Second, studying a book will make a person more imaginative. When you studying a book especially hype book the author will bring someone to imagine the story how the figures do it anything. Third, you could share your knowledge to others. When you read this Showman of the Screen: Joseph E. Levine and His Revolutions in Film Promotion (Screen Classics), you are

able to tells your family, friends along with soon about yours guide. Your knowledge can inspire the mediocre, make them reading a publication.

Download and Read Online Showman of the Screen: Joseph E. Levine and His Revolutions in Film Promotion (Screen Classics) A. T. McKenna #7Y39IZPU0SG

Read Showman of the Screen: Joseph E. Levine and His Revolutions in Film Promotion (Screen Classics) by A. T. McKenna for online ebook

Showman of the Screen: Joseph E. Levine and His Revolutions in Film Promotion (Screen Classics) by A. T. McKenna Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Showman of the Screen: Joseph E. Levine and His Revolutions in Film Promotion (Screen Classics) by A. T. McKenna books to read online.

Online Showman of the Screen: Joseph E. Levine and His Revolutions in Film Promotion (Screen Classics) by A. T. McKenna ebook PDF download

Showman of the Screen: Joseph E. Levine and His Revolutions in Film Promotion (Screen Classics) by A. T. McKenna Doc

Showman of the Screen: Joseph E. Levine and His Revolutions in Film Promotion (Screen Classics) by A. T. McKenna Mobipocket

Showman of the Screen: Joseph E. Levine and His Revolutions in Film Promotion (Screen Classics) by A. T. McKenna EPub