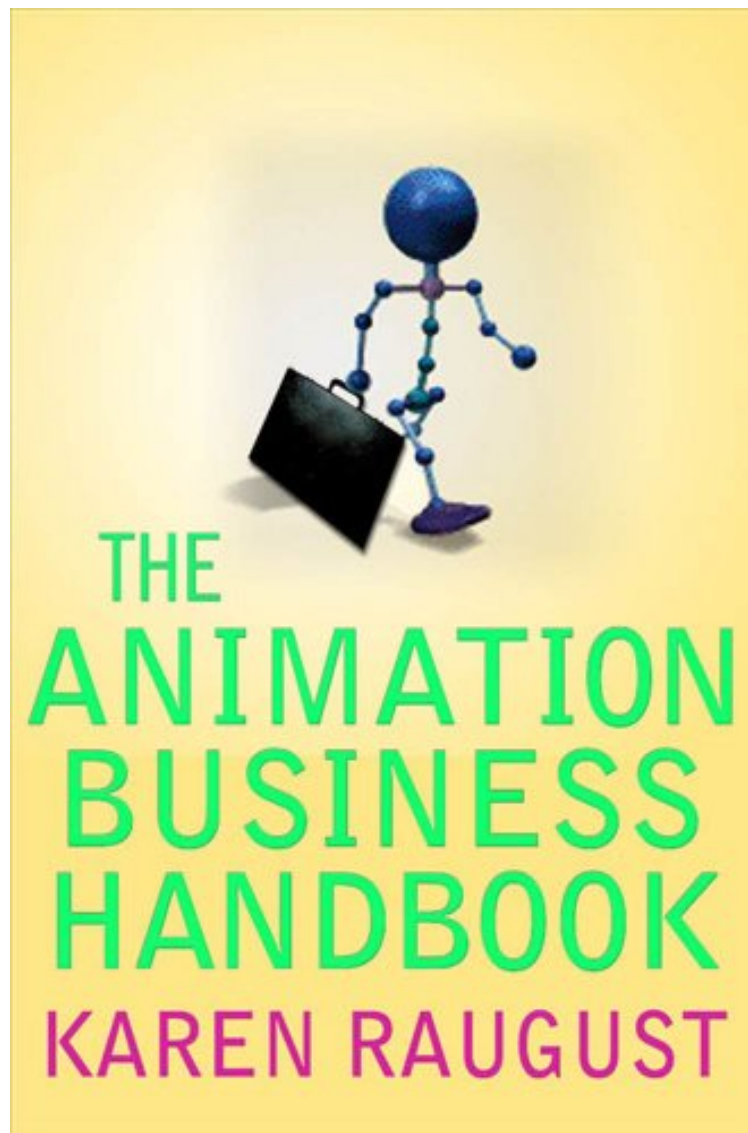


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The Animation Business Handbook: Practical Real-Life Advice for the Animation Professional

Karen Raugust

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Today, animation is more prevalent than ever in television, films, video games, and the Internet. Karen Raugust has created a much needed, comprehensive look at the entire business. She shows in detail how a successful animation studio or entrepreneur operates, describes the process of developing an animation property from the concept stage through the finished product, and outlines business methods used to create and sell animated media. Topics covered include: * Distribution, sales, and marketing methods * Financing, budgeting, costs and revenue opportunities * The creation of ancillary entertainment and merchandise * Animation in international markets. The Animation Business Handbook is the quintessential reference for anyone in or considering entering the animation industry.

About the Author Karen Raugust is a freelance licensing consultant and frequent contributor to Animation Magazine, in which she also publishes a monthly column. She has written for approximately thirty other magazines, including Publishers Weekly, Billboard, and Variety Jr. She has authored and contributed to a number of trade books on marketing, entertainment, and business. She lives in Minneapolis, MN.