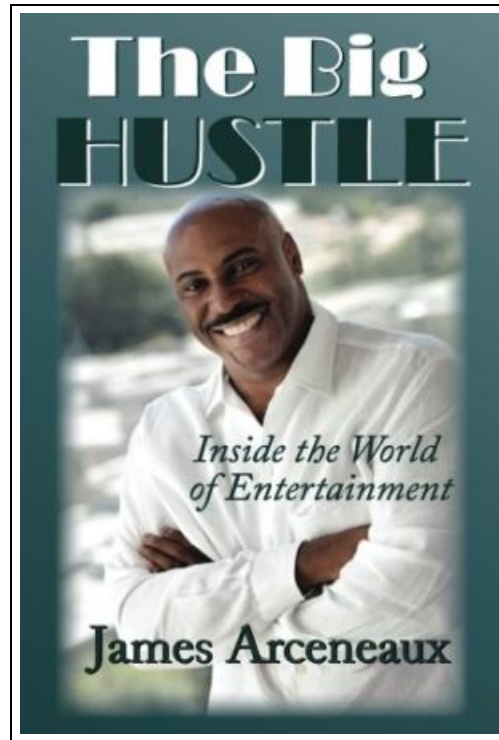


## The Big Hustle: Inside the World of Entertainment (Paperback)



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Arceneaux Group, 2017. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.I hope by the time you reach the last chapter in this book called MY FINAL THOUGHTS you will have shared a journey with me through what we know today as the entertainment business. A journey that will show you what the business is, what it does, and who is affected by its agenda. The allure of the entertainment business has always been its ability to show you fantasy and then make that fantasy come to real life, in other words make you believe it. If you ve ever listened to music, it got you, if you ve ever watched television or a movie, it got you, if you ve ever been involved in any form of entertainment or any form of communication, it got you. It s gotten us all. I remember back in 1974 watching a documentary film in high school called Subliminal Seduction. A guy named Wilson Bryan Key shared the process of subliminal advertising. He talked about the way they use film to arouse our desires to get us to do things and buy things we don t even want. Never in a million years could you have convinced me I would have the entertainment experience I ve had and I d be writing this book and that the foundation of the book would be about what came from that one moment in time. To this day, I ve never forgotten that documentary and the things it talked about, it seemed so farfetched back then, but here we are today dealing with the same thing and it s as real as ever. They actually had a term back then they used to describe what subliminal seduction was. Even back then...



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