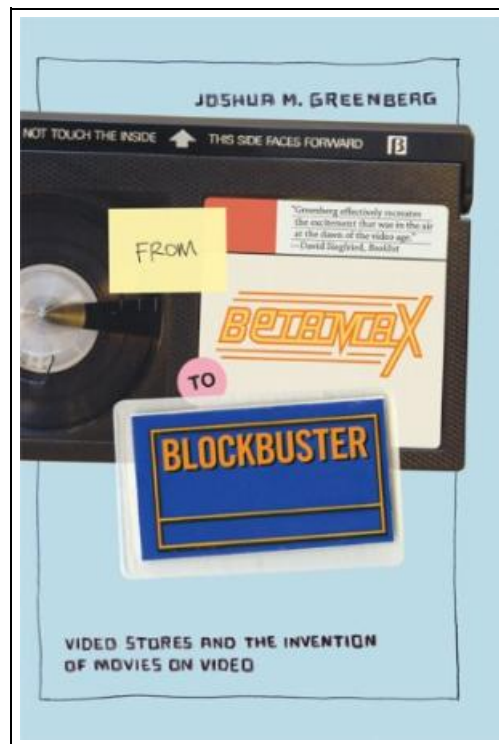


From Betamax to Blockbuster: Video Stores and the Invention of Movies on Video



Filesize: 2.93 MB

Reviews

A really awesome book with lucid and perfect information. Of course, it is actually play, nonetheless an amazing and interesting literature. You are going to like just how the article writer create this ebook.
(Nakia Toy Jr.)

FROM BETAMAX TO BLOCKBUSTER: VIDEO STORES AND THE INVENTION OF MOVIES ON VIDEO

[DOWNLOAD](#)


To read **From Betamax to Blockbuster: Video Stores and the Invention of Movies on Video** eBook, remember to refer to the link under and download the document or get access to additional information that are in conjunction with FROM BETAMAX TO BLOCKBUSTER: VIDEO STORES AND THE INVENTION OF MOVIES ON VIDEO ebook.

MIT Press Ltd, United States, 2010. Paperback. Book Condition: New. 218 x 146 mm. Language: English . Brand New Book. The first video cassette recorders were promoted in the 1970s as an extension of broadcast television technology--a time-shifting device, a way to tape TV shows. Early advertising for Sony's Betamax told potential purchasers You don't have to miss Kojak because you're watching Columbo. But within a few years, the VCR had been transformed from a machine that recorded television into an extension of the movie theater into the home. This was less a physical transformation than a change in perception, but one that relied on the very tangible construction of a network of social institutions to support this new marketplace for movies. In *From Betamax to Blockbuster*, Joshua Greenberg explains how the combination of neighborhood video stores and the VCR created a world in which movies became tangible consumer goods. Greenberg charts a trajectory from early videophile communities to the rise of the video store--complete with theater marquee lights, movie posters, popcorn, and clerks who offered expert advice on which movies to rent. The result was more than a new industry; by placing movies on cassette in the hands (and control) of consumers, video rental and sale led to a renegotiation of the boundary between medium and message, and ultimately a new relationship between audiences and movies. Eventually, Blockbuster's top-down franchise store model crowded local video stores out of the market, but the recent rise of Netflix, iTunes, and other technologies have reopened old questions about what a movie is and how (and where) it ought to be watched. By focusing on the spaces in between manufacturers and consumers, Greenberg's account offers a fresh perspective on consumer technology, illustrating how the initial transformation of movies...


[Read From Betamax to Blockbuster: Video Stores and the Invention of Movies on Video Online](#)

[Download PDF From Betamax to Blockbuster: Video Stores and the Invention of Movies on Video](#)

[Download ePUB From Betamax to Blockbuster: Video Stores and the Invention of Movies on Video](#)

See Also



[PDF] **Bully, the Bullied, and the Not-So Innocent Bystander: From Preschool to High School and Beyond: Breaking the Cycle of Violence and Creating More Deeply Caring Communities**

Click the web link beneath to read "Bully, the Bullied, and the Not-So Innocent Bystander: From Preschool to High School and Beyond: Breaking the Cycle of Violence and Creating More Deeply Caring Communities" file.

[Read](#) [PDF](#)

»



[PDF] **Two Treatises: The Pearle of the Gospell, and the Pilgrims Profession to Which Is Added a Glasse for Gentlewomen to Dresse Themselves By. by Thomas Taylor Preacher of Gods Word to the Towne of Reding. (1624-1625)**

Click the web link beneath to read "Two Treatises: The Pearle of the Gospell, and the Pilgrims Profession to Which Is Added a Glasse for Gentlewomen to Dresse Themselves By. by Thomas Taylor Preacher of Gods Word to the Towne of Reding. (1624-1625)" file.

[Read](#) [PDF](#)

»



[PDF] **Two Treatises: The Pearle of the Gospell, and the Pilgrims Profession to Which Is Added a Glasse for Gentlewomen to Dresse Themselves By. by Thomas Taylor Preacher of Gods Word to the Towne of Reding. (1625)**

Click the web link beneath to read "Two Treatises: The Pearle of the Gospell, and the Pilgrims Profession to Which Is Added a Glasse for Gentlewomen to Dresse Themselves By. by Thomas Taylor Preacher of Gods Word to the Towne of Reding. (1625)" file.

[Read](#) [PDF](#)

»



[PDF] **More Spaghetti, I Say!**

Click the web link beneath to read "More Spaghetti, I Say!" file.

[Read](#) [PDF](#)

»



[PDF] **The Story of Christopher Columbus**

Click the web link beneath to read "The Story of Christopher Columbus" file.

[Read](#) [PDF](#)

»



[PDF] **The Well-Trained Mind: A Guide to Classical Education at Home (Hardback)**

Click the web link beneath to read "The Well-Trained Mind: A Guide to Classical Education at Home (Hardback)" file.

[Read](#) [PDF](#)

»

**[PDF] Studyguide for Introduction to Early Childhood Education: Preschool Through Primary Grades by Brewer, Jo Ann**

Click the link listed below to download "Studyguide for Introduction to Early Childhood Education: Preschool Through Primary Grades by Brewer, Jo Ann" document.

[Download eBook](#)

»

**[PDF] 31 Moralistic Motivational Bedtime Short Stories for Kids: 1 Story Daily on Bedtime for 30 Days Which Are Full of Morals, Motivations Inspirations**

Click the link listed below to download "31 Moralistic Motivational Bedtime Short Stories for Kids: 1 Story Daily on Bedtime for 30 Days Which Are Full of Morals, Motivations Inspirations" document.

[Download eBook](#)

»

**[PDF] Children s Handwriting Book of Alphabets and Numbers: Over 4,000 Tracing Units for the Beginning Writer**

Click the link listed below to download "Children s Handwriting Book of Alphabets and Numbers: Over 4,000 Tracing Units for the Beginning Writer" document.

[Download eBook](#)

»

**[PDF] The Preschool Inclusion Toolbox: How to Build and Lead a High-Quality Program**

Click the link listed below to download "The Preschool Inclusion Toolbox: How to Build and Lead a High-Quality Program" document.

[Download eBook](#)

»

**[PDF] Becoming a Spacewalker: My Journey to the Stars (Hardback)**

Click the link listed below to download "Becoming a Spacewalker: My Journey to the Stars (Hardback)" document.

[Download eBook](#)

»

**[PDF] Oxford Reading Tree Read with Biff, Chip, and Kipper: Phonics: Level 6: Gran s New Blue Shoes (Hardback)**

Click the link listed below to download "Oxford Reading Tree Read with Biff, Chip, and Kipper: Phonics: Level 6: Gran s New Blue Shoes (Hardback)" document.

[Download eBook](#)

»