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An interview with Harvard Business School professor Anita Elberse, author of "*Blockbusters: Hit-making, Risk-taking, and the Big Business of Entertainment*." ... Interview: Harvard Business School professor Anita Elberse on what Hollywood's love of blockbusters means for the rest of us by Erika Olson.

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In a 2013 article for New York magazine (as well as in her book "*Blockbusters: Hit-Making, Risk-Taking and the Big Business of Entertainment*"), she writes, "the truth of the matter is that there's generally a clear reason why studio heads do what they do — they are, in fact, very focused on reducing risk."

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Several of these case studies are described in her bestselling first book, *Blockbusters: Hit-making, Risk-taking, and the Big Business of Entertainment*, which Amazon named one of its Best Books of 2013. Prior to joining Harvard Business School, professor Elberse was a Visiting Fellow at The Wharton School, University of Pennsylvania.

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