

Sellebrity How To Build A Successful Sports Entertainment Based Business

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- Navigate through the gatekeepers of agents and business managers
- Get into the “inner circle” and become a trusted advisor
- Specialize in your industry
- Understand when and how to go that extra mile
- Find a mentor and make yourself a resource

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Sellebrity How To Build A Successful Sports Entertainment ...

He is a regular featured agent on HGTV's Selling LA and has made numerous appearances on Million Dollar Listing, and author of the best-selling book Sellebrity: How to Build a Successful Sports & Entertainment Based Business.

Our Expert Trainers - Institute for Luxury Home Marketing

Celebrity is a condition of fame and broad public recognition of an individual or group, or occasionally a character or animal, as a result of attention given them by mass media. A person may attain a celebrity status from having great wealth, their participation in sports or the entertainment industry, their position as a political figure, or even from their connection to another celebrity.

Tired of standing on the Sideline? Are you ready to get in the Game? It's Time to "Focus and Finish" In Sellebrity, business leader Kofi Nartey gives you the script on how to build and grow a successful clientele of athletes and entertainers. Whether you are a real estate professional, financial advisor, attorney, business coach, personal trainer, insurance rep, pet sitter or any other professional service provider, if you want to break into selling to and serving the sports and entertainment niche, Sellebrity gives you the successful game plan. In Sellebrity, Kofi teaches you how to: - Navigate through the gatekeepers of agents and business managers - Get into the "inner circle" and become a trusted advisor - Specialize in your industry - Understand when and how to go that extra mile - Find a mentor and make yourself a resource Sellebrity gets you off the bench and into the action!

The innovative advertising man recounts his career in terms of the advertisements using celebrities he created, and details the circumstances surrounding each ad and the response it evoked.

La 4e de couv. indique : "The industry's only director-cinematographer-screenwriter-producer-actor-editor, Steven Soderbergh is contemporary Hollywood's most innovative and prolific filmmaker. A Palme d'or and Academy Award-winner, he has directed nearly thirty films, including political provocations, digital experiments, esoteric documentaries, and global blockbusters, as well as atypical genre films. This volume considers its slippery subject from a variety of perspectives, analysing Soderbergh as an expressive auteur of art cinema as well as genre fare, a politically-motivated guerrilla filmmaker and Hollywood insider. Preoccupied with the detective's role to investigate truth, as well as the criminal's alternative value system, his films tackle social justice in a corporate world, Soderbergh's career demonstrates the richness of contemporary American cinema ; this volume gives his complex oeuvre the in-depth critical analysis it deserves."

In the instant New York Times, Wall Street Journal and Washington Post bestseller, Jeetendr Sehdev inspires people everywhere to learn from the way celebrities engage their fan bases. In the space of five years, Jeetendr Sehdev has shaken up the world of entertainment by revealing how social media stars generate more obsession than the Hollywood A-list. What can he teach us about making our own ideas, products, and services break through? Sehdev shows why successful images today—the most famous being Kim Kardashian—are not photoshopped to perfection, but flawed, vulnerable, and in your face. This total transparency generates a level of authenticity that traditional marketing tactics just can't touch. From YouTube sensations like Jenna Marbles to billionaire tech mogul Elon Musk, The Kim Kardashian Principle reveals the people, products, and brands that do it best. After all, in a world where a big booty can break the Internet and the president is a reality TV star, self-obsession is a must-have. No posturing, no apologies, and no shying away from the spotlight. The Kim Kardashian Principle is a fresh, provocative, and eye-opening guide to understanding why only the boldest and baddest ideas will survive—and how to make sure yours is one of them.

Spike Lee's journey from guerrilla filmmaker to Hollywood insider is explored in light of his personal background, the cultural influence of his films, and the extensive scholarship his movies have inspired. • Examines the full range of Lee's career, including the five film books he authored or coauthored, his feature films, his television projects, and his documentaries • Offers a comprehensive, scholarly analysis of how, as both an American and African American filmmaker, Lee tells stories that might otherwise have remained untold on American movie screens • Analyzes Lee's place in a rich tradition of African American filmmaking that includes Oscar Micheaux, Gordon Parks, Charles Burnett, Julie Dash, and John Singleton • Discusses the influence directors such as Martin Scorsese and Melvin Van Peebles have had on Lee • Reveals how Lee's films expose little-known aspects of American social issues, historical events, and public figures

Damn Good Advice (For People With Talent!) is a look into the mind of one of America's most legendary creative thinkers, George Lois. Offering indispensable lessons, practical advice, facts, anecdotes and inspiration, this book is a timeless creative bible for all those looking to succeed in life, business and creativity. These are key lessons derived from the incomparable life of 'Master Communicator' George Lois, the original Mad Man of Madison Avenue. Written and compiled by the man The Wall Street Journal called "prodigy, enfant terrible, founder of agencies, creator of legends," each step is borne from a passion to succeed and a disdain for the status quo. Organised into inspirational, bite-sized pointers, each page offers fresh insight into the sources of success, from identifying your heroes to identifying yourself. The ideas, images and illustrations presented in this book are fresh, witty and in-your-face. Whether it's communicating your point in nanosecond, creating an explosive portfolio or making your presence felt, no one is better placed than George Lois to teach you the process of creativity. Poignant, punchy and to-the-point, Damn Good Advice (For People With Talent!) is a must have for anyone on a quest for success.

Shelton Jackson «Spike» Lee is one of the most culturally influential and provocative film directors of the twentieth and twenty-first centuries. Bringing together seminal writings - from classic scholarship to new research - this book focuses on this revolutionary film auteur and cultural provocateur to explore contemporary questions around issues of race, politics, sexuality, gender roles, filmmaking, commercialism, celebrity, and the role of media in public discourse. Situating Lee as an important contributor to a variety of American discourses, the book highlights his commitment to exploring issues of relevance to the Black community. His work demands that his audiences take inventory of his and their understandings of the complexities of race relations, the often deleterious influence of media messages, the long term legacy of racism, the liberating effects of sexual freedom, the controversies that arise from colorism, the separatist nature of classism, and the cultural contributions and triumphs of historical figures. This book seeks to stimulate continued debate by examining the complexities in Lee's various sociopolitical claims and their ideological impacts.

Fashion is all around us: we see it, we buy it, we read about it, but most people know little about fashion as a business. Veronica Manlow considers the broader significance of fashion in society, the creative process of fashion design, and how fashion unfolds in an organizational context where design is conceived and executed. To get a true insider's perspective, she became an intern at fashion giant Tommy Hilfger. There, she observed and recorded how a business's culture is built on a brand that is linked to the charisma and style of its leader. Fashion firms are not just in the business of selling clothing along with a variety of sidelines. These companies must also sell a larger concept around which people can identify and distinguish themselves from others. Manlow defines the four main tasks of a fashion firm as creation of an image, translation of that image into a product, presentation of the product, and selling the product. Each of these processes is interrelated and each requires the efforts of a variety of specialists, who are often in distant locations. Manlow shows how the design and presentation of fashion is influenced by changes in society, both cultural and economic. Information about past sales and reception of items, as well as projective research informs design, manufacturing, sales, distribution, and marketing decisions. Manlow offers a comprehensive view of the ways in which creative decisions are made, leading up to the creation of actual styles. She helps to define the contribution fashion firms make in upholding, challenging, or redefining the social order. Readers will find this a fascinating examination of an industry that is quite visible, but little understood.