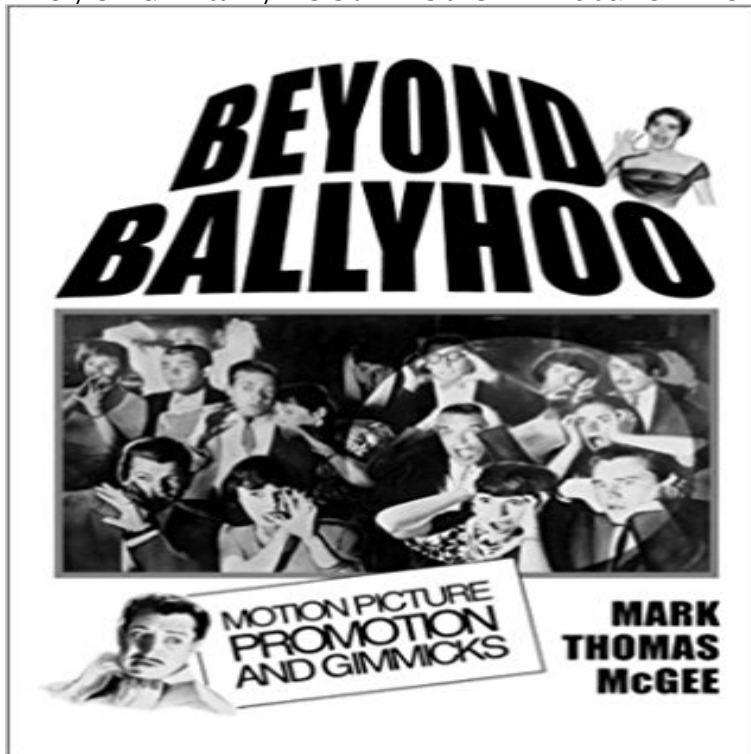


## Beyond Ballyhoo: Motion Picture Promotion and Gimmicks



This volume examines motion picture promotion and gimmicks.

**Beyond Ballyhoo : Motion Picture Promotion and Gimmicks** by Mark Harold B. Franklin, Motion Picture Theater Management (New York: Doran, Mark Thomas McGee, Beyond Ballyhoo: Motion Picture Promotion and Gimmicks

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