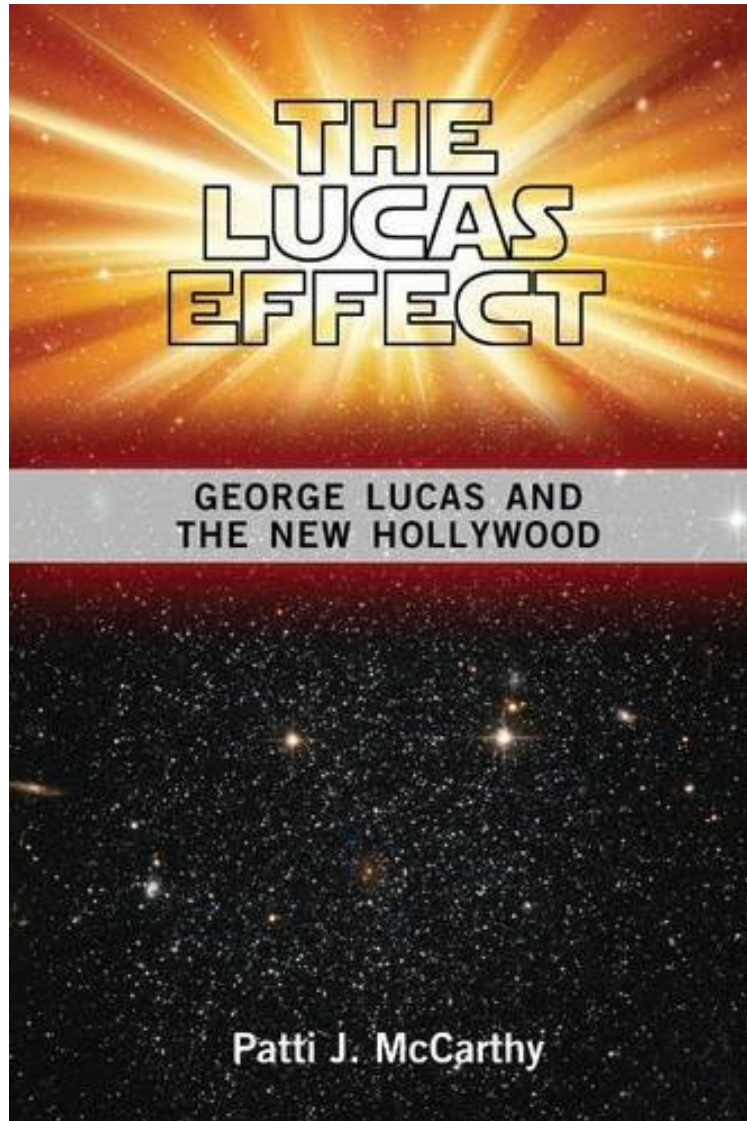


# The Lucas Effect: George Lucas and the New Hollywood

*Patti J. McCarthy*

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**Patti J. McCarthy : The Lucas Effect: George Lucas and the New Hollywood** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Lucas Effect: George Lucas and the New Hollywood:

1 of 1 people found the following review helpful. " This book is a great read. I couldn't put it downBy CustomerI can see how this book would be relevant to so many different audiences. The author brought to light so many different dimensions in the "Lucas Effect." This book is a great read. I couldn't put it down. This is definitely a book I will read

multiple times. Thank you Patti McCarthy! 0 of 0 people found the following review helpful. Great read! By Jazmin Valdez This book was a good read it emphasizes on how George Lucas became a big part of making the New Hollywood we know today from blockbuster to franchise and all the work that he did! I loved it! 0 of 0 people found the following review helpful. Great book! I am currently in college as a ... By Customer Great book! I am currently in college as a film major, and this book goes into great depth about George Lucas and the effects he created in film history.

A filmmaker, visionary, and entrepreneur, George Lucas has not only changed the way we experience film and filmmaking, but also revolutionized film industry practices and standards. George Lucas, on an economic, aesthetic, and cultural level, has contributed more than any other individual to the shaping of the New Hollywood and is one of the most important figures in film history. His contribution to the film industry and our culture can be defined as the "Lucas Effect." Until now Lucas' work has been studied categorically. That is, popular books have been written that focus specifically on his life, his marketing skills, his films, his fans, or his various business accomplishments and practices. This is the first book to weave these threads together into a cohesive, rigorous study that illustrates the far reaching impact and importance of his creative genius. This book is important not only for film academics, students of film criticism and theory, popular culture scholars, and film devotees, but also for industry power brokers, Lucas fans and anyone who is interested in the work, life, and legacy of one of film's most important visionaries, George Lucas.