



A Creator's Guide to Transmedia Storytelling: How to Captivate and Engage Audiences Across Multiple Platforms

By Andrea Phillips

McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, A Creator's Guide to Transmedia Storytelling: How to Captivate and Engage Audiences Across Multiple Platforms, Andrea Phillips, This is the First How-To Strategy Guide to Transmedia Storytelling. "Phillips' book is a powerful tool for anyone who wants to make a career for him- or herself within the world of transmedia. Through her guidance, the reader is able to understand the fundamentals of transmedia and the power it can have when used with a compelling and strong story". (David Gale, Executive Vice President, MTV Cross Media). "Transmedia storytelling is a bold and exciting new arena for creativity and innovation. Andrea Phillips provides a compelling, thoughtful, and clear guide to a next generation of creators in this medium. She demystifies the process and proves that you, too, can push the envelope and be part of the future of storytelling". (Michelle Satter, Founding Director, Sundance Institute Feature Film Program). "An excellent and fair-minded primer and survey of the underpinnings and fast-evolving techniques behind multiplatform narrative. Andrea Phillips is one of a small handful of writers capable of both practicing and clearly conveying the principles of transmedia storytelling. Highly recommended!" (Jeff Gomez, CEO, Starlight Runner...



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