UNET

First published by Oxford University Press in 1977, *How To Read a Film*:

- has sold more than 300,000 copies
- grossed more than $4 million worldwide
- in 11 editions in seven languages.

It has become a standard introduction to film for a generation of readers, viewers, filmmakers, and filmgoers, in English — and also in German and Japanese, Chinese, Korean, and Dutch. For twenty years, it has been one of three or four film books that are perennial sellers, with success in trade bookstores as well as colleges and universities. During this time, it has also become a Hollywood classic, well-known to the current generation of filmmakers.

Even the appendices have a life of their own: an expanded version of the glossary was one of the major elements of Microsoft's best-selling multimedia CD *Cinemania*.

The second English edition lasted 19 years before it was recently replaced by the third edition. During that run it sold more each year than it did the year before and was just as successful in translation as it was in English.

Annual unit sales grew consistently, averaging more than an 8% increase per year during this period. Dollar volume averaged better than 12% per year increase during the same period.

The critical response

First Edition

• "The best single work of its kind. … The one work on the subject one ought to buy as the start or nucleus of a library."

— Richard Gilman, *American Film*.

• "Monaco has collected an enormous amount of useful information and assembled it in an exhilaratingly simple and systematic way. … The book's biggest virtue, aside from its range, is its ability to explain complicated technical or ideological points without taking any previous knowledge for granted. A neophyte could come away with an equal understanding of sophisticated ideas … And an expert would not be bored."

— Janet Maslin, *The New York Times Book Review*.

• "An astute and thoroughgoing analysis. … Monaco is cuts above the popular 'criticism' of Reed, Kael, et al. He is lucid and sophisticated."

— *Publishers Weekly*.

• "The book is a compliment to the reader. … Monaco's spirit is gracious; he has a gift for making accumulations of detail relevant and uncluttered. His manner is modest and undidactic, and he is painstakingly scrupulous."

— Samson Raphaelson, *Film Comment*.

• "It is up-to-date without being 'trendy'; it is complete without being neutral. The glossary and bibliography alone would make it an essential book. … Anyone who writes about film, who is interested in film seriously, just has to have it."

— Richard Roud, Founder, New York Film Festival.

Third Edition

• "The other Bible. Holy Writ for all cineastes."

— *Die Zeit*, Vienna.

• "The standard introduction to the various artistic and technical aspects of film. … A cult book."

— Amazon.de

The Third Edition — Multimedia

The long-awaited third edition appeared in 2000 in English and German, completely revised and reset, with scores of new illustrations, both stills and diagrams, and a new chapter describing the current digital revolution and explaining how it affects both the art and the business of movies.

Of course, this new edition is also available on DVD-ROM, linked to the website at www.Readfilm.com. A landmark demonstration of the power of this new medium, the multimedia version features:

- more than 130 QuickTime film clips

- interactive film labs

- animated illustrations

- full color illustrations

- sound bites and musical illustrations

- interviews with Hollywood movers and shakers

- QuickTime Virtual Reality tours of the studios

- hypertext extensions of the basic text

- a complete short shot especially for the disc

- and the texts of four separate books, including
  How To Read a Film
  Reading about Film
  Reading about New Media
  The Dictionary of New Media.

Current *How To Read a Film* editions:

U.S. and U.K.	Oxford University Press
Germany	Rowohlt Verlag, *Film Verstehen*
Japan	Film Art Sha
Netherlands	Het Wereldvenster, *Film: Taal, techniek, geschiedenis*
China	
Taiwan	
Korea	
Iran	

Other translation rights are available.
Some multimedia rights are still available.

The Author

James Monaco is President of UNET 2 Corporation and author or editor of more than a dozen books on film and media, published in more than 40 editions, which have been as successful in translation in Europe and Japan as in English in the UK and North America.

With Baseline, the worldwide information source for the entertainment business which he founded in 1982, he's responsible for both a film guide and an encyclopedia and is the only American film writer to have products in both of those niches. An experienced TV talk show guest and radio commentator, Monaco is also well-known as a leader of the internet and new media industries.

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About How To Read a Film   Page 4 of 4