

## Celebrity, Inc.: How Famous People Make Money

Jo Piazza

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**Jo Piazza : Celebrity, Inc.: How Famous People Make Money** before purchasing it in order to gage whether or not it would be worth my time, and all praised Celebrity, Inc.: How Famous People Make Money:

0 of 0 people found the following review helpful. Fascinating Exploration of How Celebrities Stay Relevant and Make BankBy Rachel Kramer BusselAs an avid reader of celebrity gossip magazines, websites and memoirs, I thought I knew a bit about how celebrity works. At the very least, I knew celebs often court the press and get paid for photo ops. But from reading Jo Piazza's excellent expose Celebrity, Inc., I learned so many more ways celebrities can and do earn money and position their brands in what she calls the Hollywood Industrial Complex. Tackling everything from the

rise of the celebrity baby market (and its source, Shiloh Jolie-Pitt), one of the most remarkable chapters in that the numbers are so astronomical, to how Kim Kardashian outdid Paris Hilton in the world of reality TV and its attended much more than fifteen minutes of fame, to Tim McGraw's fragrance line, how rap beefs boost sales, and how celebrities' popularity is measured, Piazza offers up lessons that have stayed with me every time I read a magazine or see a piece of gossip. Piazza also makes it clear that whether it's creating a more charitable image or creating a digital footprint, celebrities must continue to innovate and analyze their own images to stay in the game, lest someone new come along and usurp their role in the power hierarchy. Anyone active online will appreciate her chapter about Ashton Kutcher and his involvement in the tech world, which has both made him plenty of money via various income streams but paved the way for companies to capitalize on celebrity brands online. Definitely worth reading for anyone interested in the inner workings of the financing of celebrity, persona and fame.0 of 0 people found the following review helpful. Great read!By RayIt gave a decent inside scoop as to how celebrity deals in the business are put together. I was extremely impressed with the chapter on Paris Hilton versus Kim Kardashian..never knew there was such contrast in how the public perceived each of them and the effects it had on their respective brands. Great read!0 of 0 people found the following review helpful. Pretty InterestingBy L. FromentAnother sort of niche economics type book with a bit of sexy since it features celebrities. It was a pretty interesting read learning just how the rich can stay rich and the opportunities they are able to leverage for money because of their status. And how some of them are really on the edge of pioneering things (the Ashton Kutcher Twitter section especially). It shows you how much of Hollywood can be a hustle game and how the superstars keep raking in the cash even when they aren't off staring in movies or television.

From \$10,000 tweets to making money in the afterlife, a recovering gossip columnist explores the business lessons that power the Hollywood Industrial Complex