



Selling Hollywood to the World: US and European Struggles for Mastery of the Global Film Industry, 1920-1950 (Cambridge Studies in the History of Mass Communication)

John Trumbour

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The global expansion of Hollywood and American popular culture in the first decades of the twentieth century met with strong opposition worldwide. Determined to defeat such resistance, the Hollywood moguls of the time created a powerful trade organization that worked closely with the U.S. State Department in an effort to expand the American film industry's dominance. This book offers insight into and analysis of European efforts to overcome the American film industry's pre-eminence. In contributing to the understanding of American popular culture at home and abroad, it demonstrates Hollywood's role in orchestrating the American century.



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