



Selling the Silver Bullet: The Lone Ranger and Transmedia Brand Licensing (Texas Film and Media Studies)

Avi Santo

Download now

[Click here](#) if your download doesn't start automatically

Selling the Silver Bullet: The Lone Ranger and Transmedia Brand Licensing (Texas Film and Media Studies)

Avi Santo

Selling the Silver Bullet: The Lone Ranger and Transmedia Brand Licensing (Texas Film and Media Studies) Avi Santo

Originating as a radio series in 1933, the Lone Ranger is a cross-media star who has appeared in comic strips, comic books, adult and juvenile novels, feature films and serials, clothing, games, toys, home furnishings, and many other consumer products. In his prime, he rivaled Mickey Mouse as one of the most successfully licensed and merchandised children's properties in the United States, while in more recent decades, the Lone Ranger has struggled to resonate with consumers, leading to efforts to rebrand the property. The Lone Ranger's eighty-year history as a lifestyle brand thus offers a perfect case study of how the fields of licensing, merchandizing, and brand management have operated within shifting industrial and sociohistorical conditions that continue to redefine how the business of entertainment functions.

Deciphering how iconic characters gain and retain their status as cultural commodities, *Selling the Silver Bullet* focuses on the work done by peripheral consumer product and licensing divisions in selectively extending the characters' reach and in cultivating investment in these characters among potential stakeholders. Tracing the Lone Ranger's decades-long career as intellectual property allows Avi Santo to analyze the mechanisms that drive contemporary character licensing and entertainment brand management practices, while at the same time situating the licensing field's development within particular sociohistorical and industrial contexts. He also offers a nuanced assessment of the ways that character licensing firms and consumer product divisions have responded to changing cultural and economic conditions over the past eighty years, which will alter perceptions about the creative and managerial authority these ancillary units wield.

 [Download Selling the Silver Bullet: The Lone Ranger and Tra ...pdf](#)

 [Read Online Selling the Silver Bullet: The Lone Ranger and T ...pdf](#)

Download and Read Free Online Selling the Silver Bullet: The Lone Ranger and Transmedia Brand Licensing (Texas Film and Media Studies) Avi Santo

From reader reviews:

Jessie Lloyd:

The book *Selling the Silver Bullet: The Lone Ranger and Transmedia Brand Licensing (Texas Film and Media Studies)* make you feel enjoy for your spare time. You can use to make your capable a lot more increase. Book can for being your best friend when you getting anxiety or having big problem with the subject. If you can make studying a book *Selling the Silver Bullet: The Lone Ranger and Transmedia Brand Licensing (Texas Film and Media Studies)* for being your habit, you can get a lot more advantages, like add your capable, increase your knowledge about a few or all subjects. You are able to know everything if you like start and read a e-book *Selling the Silver Bullet: The Lone Ranger and Transmedia Brand Licensing (Texas Film and Media Studies)*. Kinds of book are a lot of. It means that, science book or encyclopedia or other folks. So , how do you think about this e-book?

Paul Delatorre:

The reserve with title *Selling the Silver Bullet: The Lone Ranger and Transmedia Brand Licensing (Texas Film and Media Studies)* has a lot of information that you can learn it. You can get a lot of profit after read this book. This specific book exist new understanding the information that exist in this e-book represented the condition of the world at this point. That is important to yo7u to understand how the improvement of the world. This specific book will bring you within new era of the the positive effect. You can read the e-book on the smart phone, so you can read it anywhere you want.

Roger Cooper:

Playing with family in the park, coming to see the sea world or hanging out with pals is thing that usually you may have done when you have spare time, and then why you don't try thing that really opposite from that. A single activity that make you not experiencing tired but still relaxing, trilling like on roller coaster you already been ride on and with addition info. Even you love *Selling the Silver Bullet: The Lone Ranger and Transmedia Brand Licensing (Texas Film and Media Studies)*, you can enjoy both. It is good combination right, you still would like to miss it? What kind of hang-out type is it? Oh seriously its mind hangout folks. What? Still don't understand it, oh come on its referred to as reading friends.

Jeff Cunningham:

As we know that book is vital thing to add our knowledge for everything. By a guide we can know everything we want. A book is a set of written, printed, illustrated or maybe blank sheet. Every year had been exactly added. This book *Selling the Silver Bullet: The Lone Ranger and Transmedia Brand Licensing (Texas Film and Media Studies)* was filled in relation to science. Spend your spare time to add your knowledge about your science competence. Some people has diverse feel when they reading a new book. If you know how big benefit from a book, you can feel enjoy to read a publication. In the modern era like today, many ways to get book which you wanted.

Download and Read Online Selling the Silver Bullet: The Lone Ranger and Transmedia Brand Licensing (Texas Film and Media Studies) Avi Santo #1WKVT2I4Q8G

Read Selling the Silver Bullet: The Lone Ranger and Transmedia Brand Licensing (Texas Film and Media Studies) by Avi Santo for online ebook

Selling the Silver Bullet: The Lone Ranger and Transmedia Brand Licensing (Texas Film and Media Studies) by Avi Santo Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Selling the Silver Bullet: The Lone Ranger and Transmedia Brand Licensing (Texas Film and Media Studies) by Avi Santo books to read online.

Online Selling the Silver Bullet: The Lone Ranger and Transmedia Brand Licensing (Texas Film and Media Studies) by Avi Santo ebook PDF download

Selling the Silver Bullet: The Lone Ranger and Transmedia Brand Licensing (Texas Film and Media Studies) by Avi Santo Doc

Selling the Silver Bullet: The Lone Ranger and Transmedia Brand Licensing (Texas Film and Media Studies) by Avi Santo Mobipocket

Selling the Silver Bullet: The Lone Ranger and Transmedia Brand Licensing (Texas Film and Media Studies) by Avi Santo EPub