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Volume 12, 1995 - [Issue 4](#)505 | 50 | 0  
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# Is Hollywood America? The trans-nationalization of the American film industry

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Pages 423-437 | Published online: 18 May 2009

 Cite this article  <https://doi.org/10.1080/15295039509366949> References Citations Metrics Reprints & Permissions[Read this article](#)[Share](#)

The American film industry no longer addresses a national audience. Hollywood's domination of international trade has altered its relationship with the domestic market. This study locates and elaborates a postwar disassociation between films and the domestic audience in changing finance and marketing practices. The development in the nineteen seventies of pre-selling unproduced films to worldwide territories eroded the previous classic Hollywood emphasis on the American viewer. The economic history of this trans-nationalization is an important clue to the problem of why American films contribute so little to the social fabric.

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International Journal of Cultural Policy

Published online: 11 Sep 2013

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