



## The Transmedia Way: A Storytellers, Communicators and Designers Guide to the Galaxy (Paperback)

By Max Giovagnoli

Lulu.com, 2017. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. This book is an essay and a professional guide at the same time. It consists of all the most important masterworks and experiences, and is a captain's log with 100 examples of the most relevant and original transmedia universes invented over the past years, from America to Europe, from Asia to Africa and Australia. The discussion is endorsed by the presence of first rated professionals and academics who list among the most important international producers, authors and scholars in transmedia history. Angry Birds and the Marvel Cinematic Universe, Mr. Robot and Games of Thrones, The Dark Knight, Westworld and Hunger Games, Avatar and Assassin's Creed, LOST and Prometheus, Sin City, Mad Man and Halo, Dexter and Star Wars or brands like BMW and Burberry, Chanel and LEGO, HBO and Coke, IKEA, Harley Davidson and Discovery Channel.



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