

Book review on warner brothers

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Warner bros. entertainment is an American company that works in the field of creation, distribution, production of films and television entertainment. The company is a global leader in its segment and caters a number of entertainment options that allures the audiences. The company has a strong interfere in almost every aspect of the entertainment industry. Headquarter of the Warner bros. entertainment is in Burbank, California and New York, America. The company has a long history of working in this industry and was founded in the year 1923 by four brothers, since its establishment the company is working in the entertainment sector and has made new heights in the industry.

The family moved around to America from Poland and entered in the business of entertainment. Initially they had a movie projector and showed movies on the same in the small towns of Pennsylvania and after some time, they opened their first theatre in the new castle, Pennsylvania in the year, 1903. In the year 1904, the Warner bros. entertainment opened Duquesne Amusement & Supply Company to distribute the films and this new office was located at Pittsburgh. After this new venture, the Warner brothers started their operations with well thought strategies. They hired several good and talented people because their business was in expansion mode.

The company had started producing films after entering in film distribution and the Warner brothers allocated the expanded task among them mutually. The company lodged good progress during the period of world war first and in the year of 1918, Warner brothers opened their studio in sunset boulevard, Hollywood, America. First venture, they worked upon was a film “ my four years in Germany”, based upon a book by an American diplomat.

First blockbuster, they delivered was a film based upon a dog, named Rin Tin Tin.

John Barrymore starrer, Beau Brummell was the film which gave the company new heights, real popularity and the company stood among the top three entertainment companies of America. The company spent millions of dollars on advertisement and this strategy worked, company was recognized and was able to open theatres in cities like New York and Los Angeles. In the year 1924, company was reputed enough to manage big loans from Wall Street and Goldman Sachs which was used for bigger projects, expanded infrastructure and strategic plans.

Warner Bros. introduced the synchronized sound technique in the American film industry. Several other techniques were also introduced by the company and people experienced a number of new things. Company also faced some financial scarcity during the period of 1925 to 1935 but was able to overcome with it as it delivered a number of hit projects. The company expanded and also acquired a couple of companies later on when it became financially strong.

Warner Bros. made films in the genre of action, comedy and cartoon depending upon the demand and time. Action films and gangster films were very common during the period of 1925 to 1930. The period after 1930 belonged to cartoons and in the year 1944, a special company was made to make cartoons only after acquiring a cartoon making company. A number of movies on ducks and pigs were made in this period. A number of films, depicting several problems of the society were also made which were not only acclaimed but made a difference in the people's thinking and the

society. The company produced a number of movies based on war during the Second World War. An employee of Warner bros. was killed in the war by Nazis and company made a number of films opposed to Germany. Company collaborated with several stars, media houses and service providers in the field of sound, quality and picture.

In the era of competition, it was not possible for a company to sustain without using the tricks. Companies used to allure the other company's good employees for their own purpose. Warner bros. also used such tricks. After Second World War, Warner bros. never looked back and made remarkable success. Company started making robust profits and simultaneously its performance was also making new heights in terms of the quality of films. The company has travelled a long way, seen turbulent and good time but the performance has been good and company is one of the brightest names of the entertainment industry. Warner bros. produced films were a brand name for the audiences which were considered a name of success. Now the company works at a broader spectrum and has tie up with a large number of companies in the world. It produces films at own as well as in collaboration with other companies. The company has a massive team to look after production, distribution, and marketing of the products. The company has some huge plans for the future and is planning to capture the untouched sectors of entertainment and also enter into the areas where it has a weaker presence.

Work Cited

Company Info. 30 November 2011 .