



**Entertainment and Media Law Contract
Strategies: Leading Lawyers on Assessing
Financial Implications, Identifying Potential Risks,
and Successfully Negotiating the Right Terms
(Inside the Minds)**

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Entertainment and Media Law Contract Strategies is an authoritative, insider's perspective on successfully structuring and executing deals in the entertainment industry. Featuring partners and chairs from some of the nation's leading law firms, these experts discuss strategies for counseling clients, protecting a client during negotiations, and creating win-win situations. From determining a client's goals to ensuring IP ownership, these authors discuss strategies for drafting and negotiating contracts, such as confidentiality agreements, non-disclosure agreements, and licensing agreements. Additionally, these authors offer tips for dealing with risk, avoiding common mistakes, adding value, and developing a positive client/attorney relationship. Finally, these leaders reveal their strategies for planning defensively, keeping abreast of change, and finding creative solutions in a variable area of law. The different niches represented and the breadth of perspectives presented enable readers to get inside some of the great legal minds of today as these experienced lawyers offer up their thoughts around the keys to success within this dynamic field. Inside the Minds provides readers with proven business intelligence from C-Level executives (Chairman, CEO, CFO, CMO, Partner) from the world's most respected companies nationwide, rather than third-party accounts from unknown authors and analysts. Each chapter is comparable to an essay/thought leadership piece and is a future-oriented look at where an industry, profession, or topic is headed and the most important issues for the future. Through an exhaustive selection process, each author was hand-picked by the Inside the Minds editorial board to author a chapter for this book.

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