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# Hollywood's Overseas Campaign: The North Atlantic Movie Trade, 1920-1950 (Cambridge Studies in the History of Mass Communication)

*Ian Jarvie*

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**Ian Jarvie : Hollywood's Overseas Campaign: The North Atlantic Movie Trade, 1920-1950 (Cambridge Studies in the History of Mass Communication)** before purchasing it in order to gauge whether or not it would be worth my

time, and all praised *Hollywood's Overseas Campaign: The North Atlantic Movie Trade, 1920-1950* (Cambridge Studies in the History of Mass Communication):

*Hollywood's Overseas Campaign* is a history of how the American film industry succeeded in dominating the film markets of Canada and Great Britain in the period 1920-1950. Written in three parts, the book shows how well organized and effective the American industry was overseas, addressing Hollywood operations in Canada and various unsuccessful official attempts to curb them, and in Great Britain where legislation was enacted to control them, achieving some but by no means complete success. The study deals with the complexity of the situation in the United States, where the film industry coped with internal divisions, hostile pressure groups, and ambivalent administrations and shows that the secret of success is in the mastery of organization and supply.

"*Hollywood's Overseas Campaign* is an impressive work of scholarship and unique in that it treats film as a commodity in an economic process rather than as an icon in the more traditional aesthetic and cultural approaches." *Wilson Library Bulletin* "...an important book for those interested in understanding how the big business of movies gained and maintained overseas market share....From this study, we can gain a better understanding of how and why Canadian and British citizens not only wanted a date with Judy [Garland], but also wanted to emulate and buy what they saw her do or use on screen." *Journal of Economic History* "[L]iterature on the subject has now been greatly enhanced by Ian Jarvie's book which, though it concentrates on Britain and Canada, offers a fascinating picture of how strategy was formed on the American side and how feeble and deluded the opposition to it tended to be." Geoffrey Nowell-Smith, *Times Literary Supplement* "*Hollywood's Overseas Campaign* makes available a large amount of previously unpublished archival material relating to these transactions and negotiations and, in doing so, makes a welcome contribution to this much-neglected area of motion picture history....[T]he book usefully illuminates details of recent British and Canadian cultural history and contributes toward the broader picture of Hollywood's institutional history." Ruth Vasey, *Journal of American History* "Jarvie has written a book which fills a major gap in our knowledge...an important contribution to our understanding of the history of this medium." Richard Paterson, *Journal of Communication*