

Inside the Trillion-Dollar Dilemma Facing Hollywood, the NBA, and American Business

A Thought-Provoking Exploration of the Challenges and Opportunities Facing Three of America's Most Iconic Industries

In the rapidly evolving landscape of the 21st century, three of America's most iconic industries—Hollywood, the NBA, and American business—are facing a trillion-dollar dilemma. The convergence of technology, globalization, and changing consumer habits is creating both unprecedented opportunities and daunting challenges for these industries.



Feeding the Dragon: Inside the Trillion Dollar Dilemma Facing Hollywood, the NBA, & American Business

by Chris Fenton

★★★★☆ 4.4 out of 5

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Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 220 pages
Lending : Enabled



In this groundbreaking book, renowned business strategist Peter Cohan provides a thought-provoking exploration of the challenges and opportunities facing these three industries. Drawing on his extensive experience advising some of the world's most successful companies,

Cohan offers keen insights into the forces that are reshaping these industries, and the strategies that businesses need to adopt to survive and thrive in the years to come.

Cohan argues that the trillion-dollar dilemma facing these industries is rooted in the fact that they are all struggling to find new ways to connect with consumers in a world that is increasingly fragmented and distracted. The traditional models of content creation and distribution are no longer sustainable, and businesses are looking for new ways to reach their audiences and build lasting relationships.

Cohan identifies a number of key trends that are shaping the future of these industries, including:

- The rise of streaming services
- The decline of traditional television
- The globalization of content
- The changing demographics of consumers
- The growing popularity of social media

These trends are creating a number of challenges for businesses in these industries, including:

- How to reach consumers in a fragmented media landscape
- How to create content that resonates with a global audience
- How to monetize content in a world where consumers are increasingly unwilling to pay for it

- How to compete with new entrants from outside the traditional industry boundaries

Despite these challenges, Cohan believes that there are also a number of opportunities for businesses that are willing to embrace change. He identifies a number of strategies that businesses can adopt to survive and thrive in the years to come, including:

- Investing in new technologies
- Creating content that is relevant to a global audience
- Developing new business models
- Partnering with other companies
- Focusing on the customer experience

Cohan concludes by arguing that the future of these industries is uncertain, but it is also full of potential. Businesses that are willing to embrace change and adapt to the new realities of the 21st century will be the ones that succeed in the years to come.

Inside the Trillion-Dollar Dilemma Facing Hollywood, the NBA, and American Business is a must-read for anyone who wants to understand the challenges and opportunities facing these three iconic industries. Cohan's keen insights and practical advice will help businesses of all sizes navigate the uncertain waters of the 21st century.

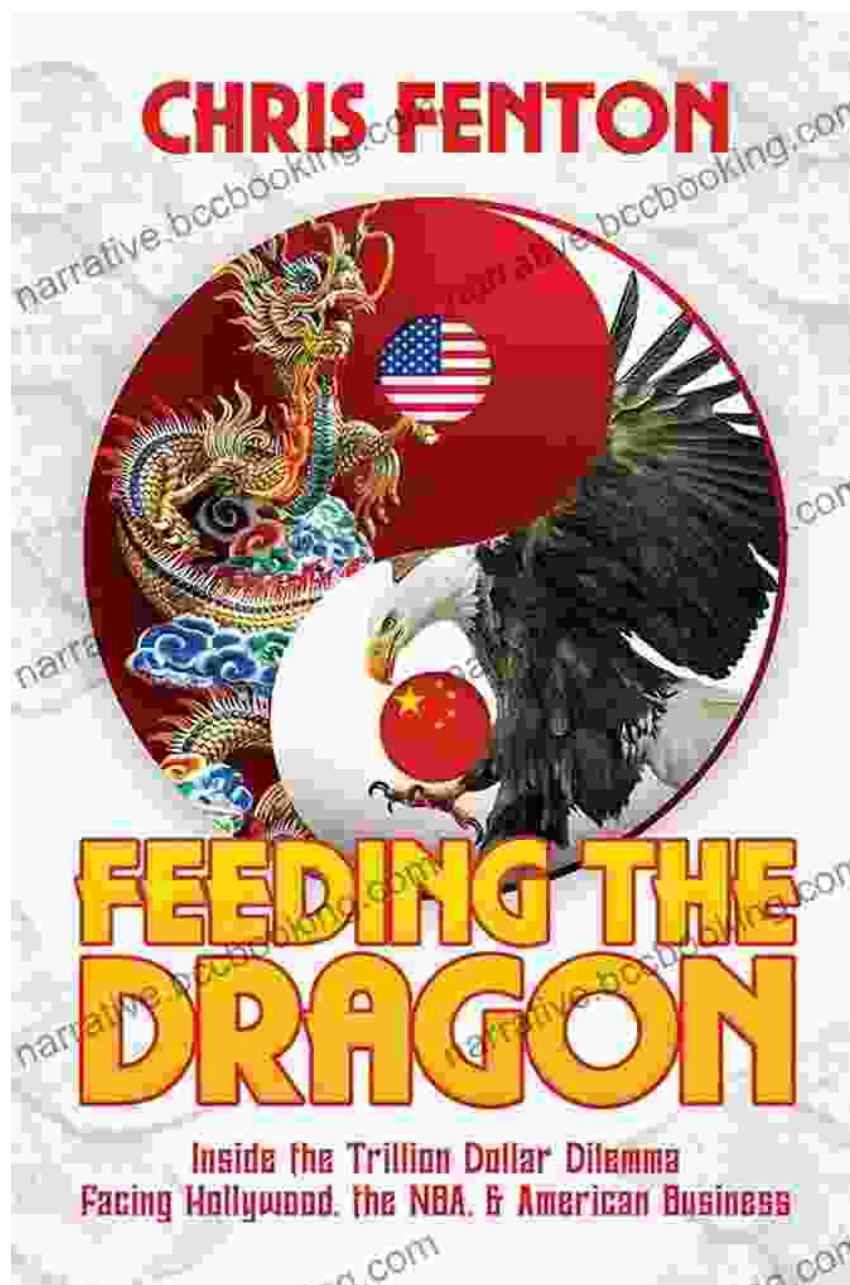
About the Author

Peter Cohan is a renowned business strategist and the author of several bestselling books, including *The Great Pitch* and *Disruption Proof*. He is a

regular contributor to *Forbes*, *Fortune*, and *The New York Times*. Cohan has advised some of the world's most successful companies, including Google, Our Book Library, and Microsoft.

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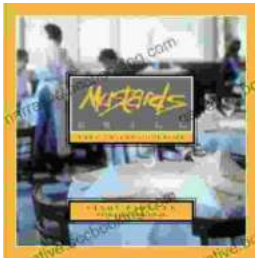
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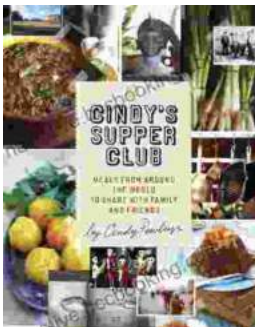
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