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Examining Success of Motion Pictures at the Domestic Box-Office

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EXAMINING SUCCESS OF MOTION PICTURES AT THE DOMESTIC BOX-OFFICE

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The movie business is a multi-billion dollar industry involving production crews, marketing crews, actors, directors, distribution companies, movie theaters, and movie rental companies, but while each movie created follows the same routine, why do some perform so much better than others at the box-office? Why did Juno become a smash hit while Poseidon is regarded as a major box-office bomb? This study looks into which factors result in movie success and which are not important at all.