



Make Your Story Really Stinkin' Big: How To Go From Concept To Franchise And Make Your Story Last For Generations

Houston Howard

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""A creative, yet straightforward manual on how to take one concept and turn it into a franchise that will last generations. Houston Howard's "360° Storyweaving" process is revealed with step-by-step instructions on how to best intersect entertainment, marketing, transmedia and technology.""

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