

## Which Are The Best Books on Filmmaking?

Are you looking for informative, insightful, and interesting [books about filmmaking](#)? Learn about how moviegoing audiences contribute to the films we see.

Audienceology is one of the most unique **books on filmmaking**. Author and entertainment research expert Kevin Goetz shares the secret behind making movies in his book on filmmaking by using audience feedback to maximize the success of a film at the box office.

### How Audience Feedback Changes Movies?

Audienceology explores a little-known area of the movie industry that has not been shared in other books on filmmaking, how real people impact the movies that we all see.

Kevin Goetz's book, Audienceology brings a new and exciting perspective that can't be found in other **filmmaking books** that discusses audience test screenings and playability research in detail. Goetz share's how his company works with filmmakers and studios to conduct movie screenings and research including questionnaires and focus groups prior to the film's final cut by combining the science of data analysis with the art of filmmaking.

Goetz shares the details of audience reactions through observation, questionnaires, and focus group discussions. This is truly a unique read for lovers of filmmaking books including filmmakers, film students, entertainment industry executives, and general movie fans. Readers will learn how the original endings of films including Fatal Attraction were changed based on the public's reaction to the director's original cut to what eventually became an iconic film moment.

Audienceology presents a different perspective than other **books about filmmaking** and no one could tell this story better than entertainment expert Kevin Goetz who has over 30 years of experience testing movies with audiences.

For those looking to expand their filmmaking book collection, Audienceology makes an excellent addition. Audience test screenings and focus groups for movies in post-production have been the norm in Hollywood for many, many years. Despite the often-painful process and added expense that a director, producer, or studio may have to go through to make changes, most filmmakers know the value of an audience's input to make a film the very best it can be. You can read about filmmaking from many books but for a filmmaking book that exposes the secrets behind movie editing, Audienceology presents an interesting and enlightening perspective of the industry not discussed in other filmmaking books.

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