

Celebrity, Inc.: How Famous People Make Money

By Jo Piazza

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From $10,000 tweets to making money in the afterlife, a recovering gossip columnist explores the business lessons that power the Hollywood Industrial Complex

Why *do* celebrities get paid so much more than regular people to do a job that seems to afford them the same amount of leisure time as most retirees? What do Bush-era economics have to do with the rise of Kim Kardashian? How do the laws of supply and demand explain why the stars of *Teen Mom* are on the cover of *Us Weekly*? And how was the sale of Brad Pitt and Angelina Jolie's baby pictures a little like a street drug deal? After a decade spent toiling as an entertainment journalist and gossip columnist, Jo Piazza asks the hard questions about the business behind celebrity.

Make no mistake: Celebrity is an industry. Never in the course of human history has the market for celebrities been as saturated as it is today. Nearly every day most Americans will consume something a celebrity is selling—a fragrance, a sneaker, a song, a movie, a show, a tweet, or a photo in a magazine.

With the benefits of Piazza's unique access to the celebrity market, *Celebrity, Inc.* explains in detail what generates cash for the industry and what drains value faster than a starlet downs champagne—in twelve fascinating case studies that tackle celebrities the way industry analysts would dissect any consumer brand.

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Editorial Review

Review

“An economist at heart, Jo Piazza has consistently dug deeper to try to figure out why celebrities behave the way they do and what the consequences of their behavior will be. This book puts celebrities in context, but it also puts the consumer of celebrity in context. No one should feel bad about enjoying pop culture, but they should understand how it is being marketed to them. [*Celebrity, Inc.*] gives the reader the tools to do exactly that.”
—Bonnie Fuller, President of HollywoodLife.com

About the Author

Jo Piazza began her career as a staff writer at the *New York Daily News* after receiving a degree in economics from the University of Pennsylvania and a master's in journalism from Columbia University. Millions of people have enjoyed her “Celebenomics” column on AOL’s PopEater site, and her work has appeared in the *New York Times*, the *Wall Street Journal*, the Daily Beast, and *Slate*. Jo has also appeared as a commentator on *CNN, Fox News, MSNBC,* and *NPR*.

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