

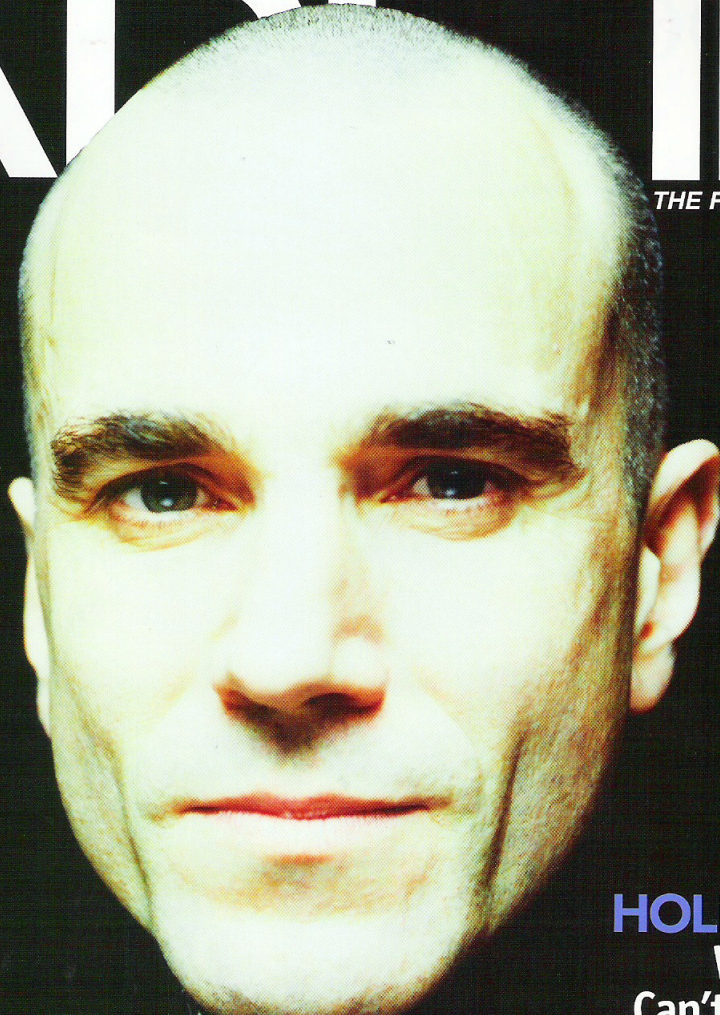
Hollywood's Biggest Blunders • Hot Hot Heath • The Entourage Behind *Entourage*

FAD IN

THE FIRST WORD IN FILM

DANIEL DAY-LEWIS

The Once And Future King



OMERTÀ
HOLLYWOOD
Why Moguls
Can't Be Friends

10 MUST-HAVE
ACCESSORIES
of Power Players

MICHAEL BAY
Can't Get Off
The Island

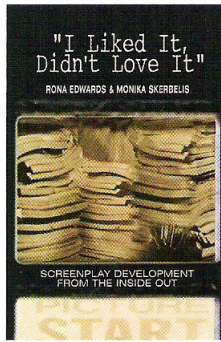
FEAR FACTOR
Why Cancer's Bad
for Business

U.S. \$4.95 CAN \$6.95



Vol. VIII, No. 3

GET THESE BOOKS?



***I LIKED IT, DIDN'T LOVE IT: Screenplay Development De-Mystified* by Rona Edwards & Monika Skerbelis (Lone Eagle)**

Dozens of books have been written about screenwriting, but few have dared to delve into the even more mysterious depths of moviemaking affectionately known as "development hell." Here is where screenplays are revised, retooled, reconfigured and often completely "re-imagined" in pursuit of the all-important and all too frequently elusive "greenlight." (It's estimated that eighty percent of the scripts any studio has in development at any given time never actually make the transition to film.) The who, what, when, where and sometimes why of this soul-pummeling process is spelled out in vivid detail by Edwards and Skerbelis, two former "D-Girls" (now

producers) who clearly know of what and whence they speak. Laid out in logical progression and featuring references to movies both classic and contemporary, the two serve as virtual Virgils who guide the reader through the various circles of development hell agents, managers, coverage, weekend reads, studio notes, rewrites, replacement, etc. — that lead either to the thrill of victory or, more often than not, the agony of turnaround. For anyone who has been in the business for a year or more, this geography lesson is not likely to produce any great insights or new marketing strategies. But for first-time writers and other industry newbies, *I Liked It, I Didn't Love It* is a uniquely valuable roadmap to the brutal fantasyland we call Hollywood. —**Allen B. Ury**