

**What defines 'quality' in contemporary Hollywood film? Although often seen as inhospitable to such work, the studios of the blockbuster-franchise era continue to produce features that make claims to higher status. Films such as *The Social Network*, *The Assassination of Jesse James* and *Mystic River* are marked as distinctive from the mainstream norm. But how exactly, and how are such qualities mixed with more familiar Hollywood ingredients, as found in larger doses in other examples such as *Blood Diamond* and the blockbuster-scale *Inception*?**

*Quality Hollywood* is the first book to address these issues, featuring close analysis of case study films, critical responses and the wider notions of cultural value on which these draw. Geoff King argues that such films retain a presence as a minority strand of studio output. The reasons for this combine factors relating to economics, the power of certain filmmakers and Hollywood's investment in its own prestige.

'With *Quality Hollywood*, Geoff King provides yet another astute assessment of contemporary cinema and contemporary culture. In incisive case studies of films such as *Inception* and *The Social Network*, King demonstrates how issues of authorship, style and storytelling still matter – and how quality filmmaking has somehow persisted – in the current age of formulaic blockbusters and dumbed-down billion-dollar franchises.'

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**Geoff King** is Professor of Film and TV Studies at Brunel University London and author of books including *Indie 2.0: Change and Continuity in Contemporary American Indie Film*, *American Independent Cinema*, *Indiewood, USA: Where Hollywood Meets Independent Cinema*, *New Hollywood Cinema: An Introduction and Spectacular Narratives: Hollywood in the Age of the Blockbuster*, all published by I.B. Tauris

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