CONTENTS

	Acknowledgments	ix
	Introduction	1
1	Bollywood Is Useful: Media Industries and the State in an Era of Reform	25
2	Staging Bollywood: Industrial Identity in an Era of Reform	51
3	"It's All about Knowing Your Audience": Marketing and Promotions in Bollywood	79
4	"Multiplex with Unlimited Seats": Dot-Coms and the Making of an Overseas Territory	113
5	"It's Not Your Dad's Bollywood": Diasporic Entrepreneurs and the Allure of Digital Media	147
	Conclusion: Fandom and Other Transnational Futures	177
	Appendix 1: Profiles of Key Bollywood Companies	191
	Appendix 2: Top Box-Office Successes, 2000–2009	205
	Notes	209
	Bibliography	229
	Index	241
	About the Author	255