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Written by Josh Greenberg, From Betamax to Blockbuster: Video Stores and the Invention of Movies on Video is a very accessible and easy to read history of two decades or so of a ubiquitous household product. What is really interesting about Greenberg's treatment is the emphasis, not on the technology, but on the social context for its adoption.

From Betamax to Blockbuster: Video Stores and the ...

By Joshua M. Greenberg, ISBN: 9780262514996, Paperback. Bulk books at wholesale prices. Free Shipping & Price Match Guarantee

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In From Betamax to Blockbuster, Joshua Greenberg explains how the combination of neighborhood video stores and the VCR created a world in which movies became tangible consumer goods. Greenberg charts a trajectory from early "videophile" communities to the rise of the video store—complete with theater marquee lights, movie posters, popcorn, and clerks who offered expert advice on which movies to rent.

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As Josh Greenberg recounts in his book " From Betamax to Blockbuster," Sony initially marketed home video technology around the recording features, billing its Betamax players as "time shifting"...

Who really killed Blockbuster? | Retail Dive

Blockbuster, officially Blockbuster LLC and also known as Blockbuster Video, was an American-based provider of home movie and video game rental services. Services were offered primarily at video rental shops, but later alternatives included DVD-by-mail, streaming, video on demand, and cinema theater. Previously operated by Blockbuster Entertainment, Inc., the company expanded internationally ...

Blockbuster LLC - Wikipedia

FROM BETAMAX TO BLOCKBUSTER: VIDEO STORES AND INVENTION OF MOVIES ON VIDEO (INSIDE TECHNOLOGY) By Joshua M. Greenberg - Hardcover.

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Take a look back at the problems with early Betamax tapes, discover why it took E.T. six years to hit home video, and learn how Tom Cruise helped change the format forever.