



## The Moral Premise: Harnessing Virtue & Vice for Box Office Success

*By Stanley D Williams*

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The Moral Premise reveals the foundational concept at the heart of all storytelling and successful box office movies. In concrete terms it explains how you can create your own success and, in the process, entertain, delight, challenge, and uplift this generation and the ones to come.

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**Bibliography**

- Rank: #557831 in eBooks
- Published on: 2006-06-15
- Released on: 2006-06-15
- Format: Kindle eBook

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