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Anita Elberse, the Lincoln Filene Professor of Business Administration at the Harvard Business School, is one of the youngest female professors to be awarded tenure in the School's history. Her work has been featured in The New York Times, The Wall Street Journal, Variety, and Fortune. She is the author of

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Rick Taking and superstars to thrive is a sobering reality. I mean, the math actually works in favor of the big risk taker. You just need the millions pull it off.

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Elberse, Anita, Blockbusters: Hit-making, Risk-taking and the Big Business of Entertainment, Scribe, Melbourne, 2013, ISBN 9 7819 2207 0692 (pb), 307 pp., A\$32.99. Whether digital technologies will spell the end of the blockbuster is a hotly debated issue in the entertainment

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