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Page 3/6

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Amazon.com: The Business of Media Distribution: Monetizing ... Jeffrey C. Ulin has worked as a media executive, attorney, lecturer, and entrepreneur. Nearly half of his 25+ years in the film and television business were at Lucasfilm, where he headed worldwide distribution for all markets (theatrical, video, TV, online), and managed sales for Star Wars and Indiana Jones.

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Page 4/6

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