

*Film Remakes and Franchises* examines how remakes and sequels have been central to the film industry from its very inception, yet also considers how the recent trends toward reboots and transmedia franchises depart from those historical precedents. Film and media scholar Daniel Herbert not only analyzes the film industry's increasing reliance on recycled product, but also asks why audiences are currently so drawn to such movies. A lively and accessible overview that covers everything from *You've Got Mail* to *The Force Awakens*, *Film Remakes and Franchises* raises important questions about the intersection of business and creativity in Hollywood today.