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 How has production changes and legal books affected the franchise?







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How did the books written by Ian Fleming make their way on to the log screen?
 How has James Bond stayed such a successful franchise over 50 years?
 How has dieth enacketing team turned James Bond in to a international product?

James Band Before the Screen

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Thunderball (C)

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"By Goldfinger we had a cultural phenomenon!"



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 As his previous work had been for Columbia Pictures Eon firstly pilched it to them Columbia turned them down.
- \$1 million in 1961 would be worth \$7,936,507.94 now.



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Legal Dispute.



Thecasesolutions.com The Start of a Franchise: Dr. No (1962).







Success

Dt. No. made \$16,067,005 at the box office.
 The second James Bond film Frem Polissia With Love (1964) made 824,800,000.



Thunderball (C)

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"By Goldfinger we had a cultural phenomenon!"

Maude Adams

James Bond Before the Screen

- Although Bond was not on film until the early sixties, Bond as a character started in the 1953 novel Casino Royal by lan Fleming.
- In 1954 CBS paid Fleming for the rights to adapt Casino Royal into a one hour episode, starring Billy Nelson as 'Jimmy Bond'.
- James Bond made his first radio appearance in 1957. The broadcast was of Moonraker broadcast by a South African radio station.

Eon Productions Thecasesolutions.com



From left to right: Cubby Broccoli, Sean Connery, Ian Fleming and Harry Saltzman

- Eon (Everything or Nothing) Productions was established by Harry Saltzman and Albert R.Cubby Broccoli
- A mutual friend who knew introduced the two one with the rights to Bond and the other with the money to connections in Hollywood to make the films.
- To this day Eon Productions still fund the franchise.



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- Terrence Young was chosen to direct the first installment of the Bond films.
- Ex male model Sean
 Connery was cast as the face of the franchise, with upset of both United Artists and Fleming.

