

## One in a Billion



When Ludan Bone started making her phone calls to China in 1993 she was one woman with no contacts trying to sell an intangible, copyrighted product to an industry where royalties were alien. But over the next two decades, she built a formidable business from scratch and became the biggest player in the production music business in China. The business memoir, *One in a Billion*, charts Ludans rise from a part-time marketing manager in Sydney to the head of her own top-tier firm in Beijing with one of the biggest music libraries in the world. It follows her successes and failures, the frequent overhauls in the Chinese broadcasting industry and the practical challenges of operating in the mainland business world. To get where she is today, Ludan had to educate an entire market and convince potential clients that her high-end product would revolutionize their way of working. Production music has transformed broadcasting in China, so much so that few today could do without it. The book also gives insight into mainland culture and offers tips for would-be entrepreneurs, businesspeople in China and anybody trying to make an idea pay on the mainland. The information based on direct experience and applies to all those with a dream of taking an idea into uncharted territory. *One in a Billion* gives a practical and accessible insiders look at how a new business idea was turned into a reality against the odds. Ludans company, Songba, has risen from obscurity to one of the leading names in professional broadcasting. This book tells the story of an individual entrepreneur and how she relied on her own wits to make her way in China. In addition, it covers three themes that not found together elsewhere but that are more important than ever: copyright, media and music in China.

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quality videos **Why Brazils Neymar is one in a billion - BBC News** Dec 13, 2016 Netflix recently added One in a Billion, a documentary about the first Indian-born NBA draft pick, Satnam Singh. I didnt know anything about **One in A Billion Bought By Netflix - NYU Tisch School of the Arts** Documentary In a country of 1.2 billion people and in a sport with billions of fans worldwide, there has yet to be a single Indian-born player drafted in the NBA. **One in a Billion Book by Mark Johnson, Kathleen Gallagher** Kai and his mother were sitting on an Air China 747 in San Francisco International Airport, waiting impatiently for take-off. Kais father had passed away a year **Netflix Documentary Follows Journey of First NBA Player Born in One in a Billion: The Story of Nic Volker and the Dawn of Genomic** In a country of 1.2 billion people and in a sport with billions of fans worldwide, there has yet to be a single Indian-born player drafted in the NBA. One in a Billion **One in a Billion - Variety** Jan 16, 2017 That specificity is at the heart of One in a Billion, the Netflix documentary on Singhs ascent to becoming the first India-born player selected in **One in a Billion (2016) - Full Cast & Crew - IMDb** Dec 2, 2016 Netflix has acquired exclusive streaming rights to One in a Billion, a feature-length documentary about basketball player Satnam Singh **One in a Billion - Documentary Film Review - Entertainment - Midday** One in a Billion (2016) on IMDb: In a country of 1.2 billion people and in a sport with billions of fans worldwide, there has yet to be a single Indian-born player **One in a billion - BBC News** One in a billion. More from BBC News. Santander logo. From the section Business Santander rescues rival from collapse Full article Santander rescues rival **Second Arrest Made In One In A Billion Shooting CBS Denver** Dec 7, 2016 One in a Billion, released yesterday on Netflix, follows Satnam Singhs journey from a rural farming village in India to being drafted by the

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