

1. It's about a singular voice Readers connect with comic books through original stories by writers and artists: For Green Lantern, it could be stories from the 1970s, by Denny O'Neil and Neal Adams or, more recently, by Geoff Johns. These people offer a vision and direction. The same rule applies to movies. When you watch Christopher Nolan's recent Batman movies, or even this summer's X-Men: First Class or Thor, you feel like there is a singular vision behind them. In contrast, critics pounced on the generic, paint-by-numbers feel of the Lantern movie, which played like dozens of people were in control. And they were. In addition to director Martin Campbell, producer Donald De Line and DC executive Johns, four separate screenwriters were credited, and insiders say that even Warners execs Jeff Robinov, Greg Silverman and Lynn Harris were heavily involved, especially in the editing stage. 3. Be like Marvel Part of Warners' problem is

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