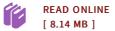




Popular Music as Promotion : Music and Branding in the Digital Age

By Leslie M. Meier

Wiley & Sons Nov 2016, 2016. Taschenbuch. Condition: Neu. Neuware - 'Business-as-usual' has been transformed across the music industries in the post-CD age. Against widespread hype about the purported decline of the major music labels, this book provides a critique of the ways these companies have successfully adapted to digital challenges - and what is at stake for music makers and for culture. Today, recording artists are positioned as 'artist-brands' and popular music as a product to be licensed by consumer and media brands. Leslie M. Meier examines key consequences of shifting business models, marketing strategies, and the new 'common sense' in the music industries: the gatekeeping and colonization of popular music by brands. Popular Music as Promotion is important reading for students and scholars of media and communication studies, cultural studies and sociology, and will appeal to anyone interested in new intersections of popular music, digital media and promotional culture. 216 pp. Englisch.



Reviews

A really amazing ebook with lucid and perfect answers. It is really simplistic but excitement in the 50 % in the publication. I am just happy to explain how this is actually the best pdf i actually have study during my individual daily life and may be he greatest ebook for possibly. -- Toney Bogan

Good eBook and beneficial one. It really is simplified but unexpected situations from the 50 percent from the ebook. You can expect to like the way the blogger publish this ebook. -- Bridie Stracke DDS

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