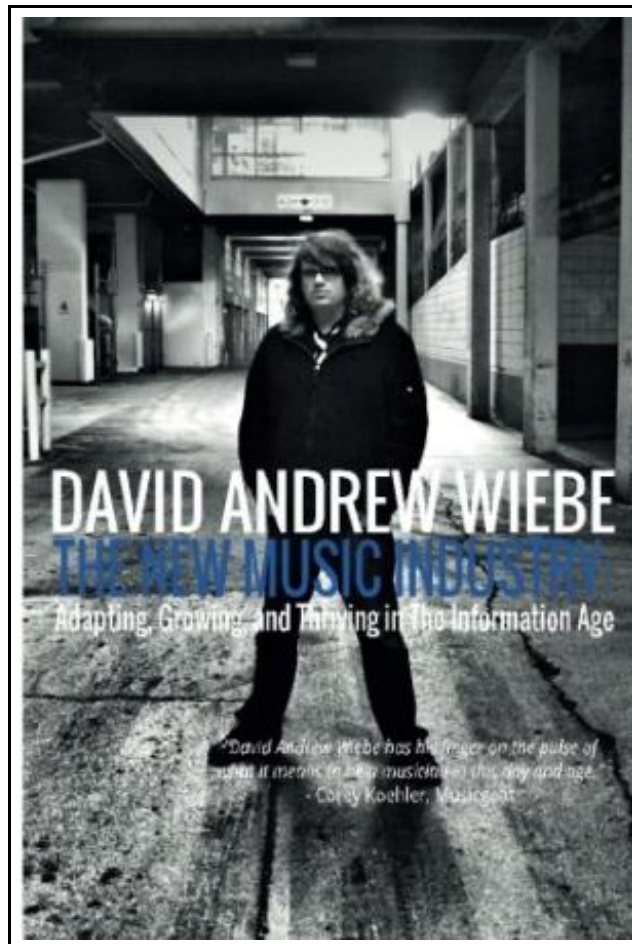


The New Music Industry: Adapting, Growing, and Thriving in the Information Age (Paperback)



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Reviews


This publication is definitely not simple to begin on studying but quite fun to see. It really is full of knowledge and wisdom I am just effortlessly can get a satisfaction of studying a created pdf.

(Alfreda Bradtke)

THE NEW MUSIC INDUSTRY: ADAPTING, GROWING, AND THRIVING IN THE INFORMATION AGE (PAPERBACK)



Createspace Independent Publishing Platform, United States, 2016. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.The music industry has changed, and there has never been a greater time for independent artists to build a community of followers and fans through the myriad of new media tools available to them. As an independent musician, developing a profitable and sustainable music career is more realistic today than it has ever been in the past. However, in order to take advantage of the opportunities at hand, it is vital for career-minded musicians to understand the changes that the industry has gone through, and how that impacts their approach. Then, they must determine a career course for themselves and act on the best information available to them. First, The New Music Industry: Adapting, Growing, and Thriving in The Information Age explains exactly how the music industry has changed, and the 11 components it is divided into today. These 11 components include: engagement, campaigns, community, collaboration, vinyl records, social media, video, radio, touring, music licensing placements, and streaming sites. The industry is clearly more complex than it used to be, and has more moving pieces than ever before. Not only that, but the music business continues to morph, and the future is sure to bring more changes. Understanding the bigger picture is the first step to clarifying one's thinking, and developing a much needed career focus. Then, the book explains what the information age represents for artists. With the industrial age firmly in the past, the implications are far reaching. It isn't just jobs and pension programs that have been affected. Artists of every kind have also been witnesses to the effects of the massive transition into a new age. Whether it s...

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Studio Fun International, United States, 2015. Paperback. Book Condition: New. Debra Melman (illustrator). 216 x 152 mm. Language: English . Brand New Book. Fourth in the ASPCA Rescue Readers series, this Level 2 reader follows

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