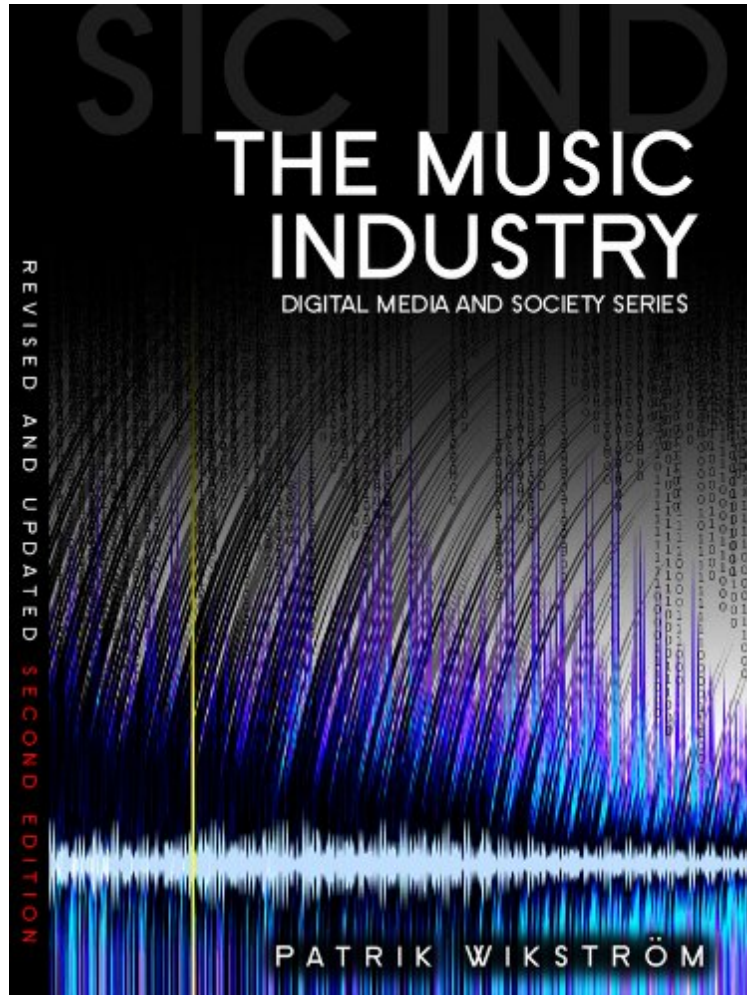


(Mobile book) The Music Industry: Music in the Cloud (Digital Media and Society)

The Music Industry: Music in the Cloud (Digital Media and Society)

Patrik Wikström

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Patrik Wikström : **The Music Industry: Music in the Cloud (Digital Media and Society)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised **The Music Industry: Music in the Cloud (Digital Media and Society)**:

0 of 0 people found the following review helpful. Great intro to the history and present of music industry practice. By Rebekah E. Moore Excellent overview of modern music industry practice, as useful in the college classroom as for the creative strategist. Recommended to review Peterson's work on the interrelated facets of music industry, before diving into this text.

The music industry is going through a period of immense change brought about in part by the digital revolution. What is the role of music in the age of computers and the Internet? How has the music industry been transformed by the economic and technological upheavals of recent years, and how is it likely to change in the future? This thoroughly

revised and updated new edition provides an international overview of the music industry and its future prospects in the world of global entertainment. Patrik Wikström illuminates the workings of the music industry, and captures the dynamics at work in the production of musical culture between the transnational media conglomerates, the independent music companies and the public. New to this second edition are expanded sections on the structure of the music industry, online business models and the links between social media and music. Engaging and comprehensive, *The Music Industry* will be a must-read for students and scholars of media and communication studies, cultural studies, popular music, sociology and economics.

"Highly recommended - will be of great interest to scholars who study the history, evolution and future of the music industry." Choice "The second edition of *The Music Industry* is a lucid and astute overview of what has happened to popular music since the mp3 met the Internet at the birth of Napster. It is the first scholarly book to make real sense of the present state of the music industry. By looking at the contemporary landscape of popular music from multiple perspectives, including the fan perspective, Wikström provides clear explanations for the consequences new digital media have had for music, musicians and the recording industry." Steve Jones, University of Illinois at Chicago "Wikström's second edition of *The Music Industry* is essential reading for researchers, students and professionals wishing to understand the many challenges and opportunities facing recorded music. Wikström covers terrain that has global relevance for multinationals and grass-roots 'indie' producers alike, and he does so from the useful perspective of an active and theoretically sophisticated music professional." Philip Graham, Queensland University of Technology "An outstanding contribution to a better understanding of the current revolution in the music industry and a must-read for business professionals, academics, students and all those interested in the music business." Peter Tschmuck, University for Music and Performing Arts, Vienna About the Author Patrik Wikström is principal research fellow at the creative industries faculty, Queensland University of Technology.