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Sommario/riassunto	A decade ago, the customisable ringtone was ubiquitous. Almost any crowd of cell phone owners could produce a carillon of tinkly, beeping, synthy, musicalised ringer signals. Ringtones quickly became a multi-billion-dollar global industry and almost as quickly faded away. This book charts the rise and fall of the ringtone economy and assesses its effect on cultural production.

