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Autore	Cusic Don
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Nota di bibliografia	Includes bibliographical references (p. 199-205) and index.
Nota di contenuto	Country music: what is it? -- Early country music -- On radio & in the movies -- Country music in the 1940s -- Country music in the 1950s -- Politics and country music -- Country music & the national media -- Country music in the 1960s and 1970s -- The 1980s and 1990s -- Country radio -- Country music international -- Politics and religion -- The twenty-first century -- The road ahead.
Sommario/riassunto	Discovering Country Music chronicles the incredible evolution of country music in America - from the fiddle to the pop charts - and provides an insightful account of the reasons and motives that have determined its various transformations and offshoots over the years. In order to understand what country music is, and why, it is essential to understand how it makes its money N the basic revenue streams, the major companies involved, and how country artists are booked and marketed. Author Don Cusic helps readers do that, and goes even further, covering not only the business and the technology th