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Nota di contenuto	A Note on the Epigraphs; Introduction; I; Leaving a Lasting Impression- Why Branding Works; 1; KISS Your Money Goodbye: Why Fans Can't Get Enough of the Biggest Rock Brand in History; 2; Highway to Heavenly Profits: The Marriage of AC/DC and Walmart; 3; The Family Osbourne: A Narrative of Domesticity Tames and Enriches the Godfather of Heavy Metal; 4; "Moving Her Hips, Like, Yeah": Can Miley Survive the Hannah Brand?; 5; Birds of a Feather? Positioning Phish in Relation to the Grateful Dead in Rolling Stone Album Reviews; 6; Fandom of the Internet: Musician Communication with Fans; II Image is Everything-How Religion and Politics Play in Pop Music Culture7; Manson's R + J: Shakespeare, Marilyn Manson, and the Fine Art of Scapegoating; 8; Leading People to Rock: Evangelism in the Music of Bon Jovi; 9; It's Still Rock and Roll to Me: Christian Heavy Metal and the Problem of Authenticity; 10; Sight and Sound: How a Louis Vuitton Advertisement Defines Rock and Roll; 11; Kanye West: A Critical Analysis of Mass Media's Representation of a Cultural Icon's Rhetoric and Celebrity; 12; Country Crooners and FOX News: Country Music and the FOX Brand; III Outlasting Your 15 Minutes- Making the Medium Work for You in Life

and Death13; "If You Catch Me at the Border I Got Visas in My Name": Borders, Boundaries, and the Production of M.I.A.; 14; Your "American Idol": The Intersection Between Reality Television, Ideology and the Music Industry in Popular Culture; 15; Gaming the Guitar: Aerosmith, Metallica, The Beatles, and the Music Video Game Revolution; 16; How Much Does It Cost If It's Free? The Selling (Out) of Elvis Presley1; 17; When Death Goes Digital: Michael Jackson, Twenty-First-Century Celebrity Death, and the Hero's Journey

AcknowledgmentsAbout the Contributors; About the Editor

Sommario/riassunto

Rock Brands: *Selling Sound in a Media Saturated Culture*, edited by Elizabeth Barfoot Christian, explores how different genres of popular music are branded and marketed today. The authors provide research explaining how established mainstream artists and bands, from Christian heavy metal bands to Kanye West to Marilyn Manson, are continuing to market themselves in an ever-changing technological world, and how such bands can use integrated marketing communication to effectively 'brand' themselves to prevent technology and delivery changes from stifling their success. Rock Brands further addresse
