

1. Record Nr.	UNINA9910494609203321
Autore	Bruenger David
Titolo	Making Money, Making Music : History and Core Concepts // David Bruenger
Pubbl/distr/stampa	Berkeley, CA : , : University of California Press, , [2016] ©2016
ISBN	0-520-96606-6
Descrizione fisica	1 online resource (301 p.)
Disciplina	780.23/73
Soggetti	Music trade Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Front matter -- Contents -- Introduction -- 1. Musical Experience as Transaction -- 2. Transience to Permanence -- 3. The Rise of Commercial Markets -- 4. Media Revolutions -- 5. Convergence and Crossover -- 6. Massification -- 7. Scaling and Selling Live Performance -- 8. Visual Media -- 9. Artists, Audiences, and Brands -- 10. Digitization -- 11. State of the Art -- Notes -- Bibliography -- Index
Sommario/riassunto	Making Money, Making Music offers tools to encourage creative and adaptive entrepreneurship in the music business. Written for the classroom and the workplace, it introduces readers to core principles and processes and shows how to apply them adaptively to new contexts, facilitating a deeper understanding of how and why things work in the music business. By applying essential concepts to a variety of real-life situations, readers improve their capacity to critically analyze and solve problems and to predict where music and money will converge in a rapidly evolving culture and marketplace.

2. Record Nr.	UNINA9910566478403321
Autore	Ragino Yuliya I
Titolo	Atherosclerosis : Technologies of Personalized Medicine
Pubbl/distr/stampa	Basel, : MDPI - Multidisciplinary Digital Publishing Institute, 2022
Descrizione fisica	1 online resource (150 p.)
Soggetti	Cardiovascular medicine Medicine and Nursing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	<p>The first national conference with international participation, "Fundamental aspects of atherosclerosis: scientific research for improving the technologies of personalized medicine", was held in Novosibirsk on 15 October, 2021. The purpose of this conference was to disseminate the latest basic and clinical findings in the fields of etiology, clinical characteristics, and modern diagnostics and treatments of atherosclerosis among various relevant specialists. The conference was intended for practicing cardiologists, primary care physicians, medical geneticists, and physician-scientists. The conference included plenary sessions, specialty sessions, satellite symposia, an open competition for young scientists.</p>