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Nota di contenuto	1. Culture, industry, genre : conditions of musical creativity -- 2. Corporate strategy : applying order and enforcing accountability -- 3. Record company cultures and the jargon of corporate identity -- 4. The business of rap : between the street and the executive suite -- 5. The corporation, country culture and the communities of musical production -- 6. The Latin music industry, the production of salsa and the cultural matrix -- 7. Territorial marketing : international repertoire and world music -- 8. Walls and bridges : corporate strategy and creativity within and across genres.
Sommario/riassunto	Tracing the relationship between economics and culture and corporations and their artists through case studies, this volume explores the way in which the music industry rewards certain sounds, and how this influences the musicians.