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Autore	Bruenger David
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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.