



Popular Music as Promotion : Music and Branding in the Digital Age

By Leslie M. Meier

Wiley & Sons Nov 2016, 2016. Taschenbuch. Condition: Neu. Neuware - 'Business-as-usual' has been transformed across the music industries in the post-CD age. Against widespread hype about the purported decline of the major music labels, this book provides a critique of the ways these companies have successfully adapted to digital challenges - and what is at stake for music makers and for culture. Today, recording artists are positioned as 'artist-brands' and popular music as a product to be licensed by consumer and media brands. Leslie M. Meier examines key consequences of shifting business models, marketing strategies, and the new 'common sense' in the music industries: the gatekeeping and colonization of popular music by brands. Popular Music as Promotion is important reading for students and scholars of media and communication studies, cultural studies and sociology, and will appeal to anyone interested in new intersections of popular music, digital media and promotional culture. 216 pp. Englisch.



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