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The Music Industry Handbook provides a clear introduction to how the music industry works, unpacking the complex structures within the industry and mapping it as it exists today. Paul Rutter introduces readers to key industry sectors in an easy-to-digest format, then goes on to explore the essential elements of these sectors and how they work in practice.

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The Music Industry Handbook : Paul Rutter : 9781138910508

If they can assess their skills and make sure they are relevant, it would make the industry a better place. The Music Industry Handbook by Paul Rutter was published by Routledge in May 2011. For more information please visit: www.routledge.com/9780415586818. RRP: £24.99.

Make It Happen - The Music Industry Handbook

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The Music Industry Handbook by Paul Rutter | Waterstones

The music industry uses a range of media platforms to promote and market the media texts it produces. Record labels aim to get information about artists and new releases out to their target..

Marketing - Music - GCSE Media Studies Revision - BBC Bitesize

It is ideal as the core textbook in courses such as Introduction to the Music Business, Music and Media, Music Business Foundations, and survey courses. This book can also be used for more specialized courses on the record industry, music merchandising, music careers, artist management, music and the law, arts administration, and music in popular culture.

Music Business Handbook and Career Guide: Amazon.co.uk ...

The Impact of Technology and Social Media in the Music Industry The traditional music industry structure is very straightforward with record labels being an effortless formula to deliver the music from artists to consumers. In recent years, significant transformations in technology have diminished the roles of record labels and distributors.

The Impact of Technology and Social Media in the Music ...

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