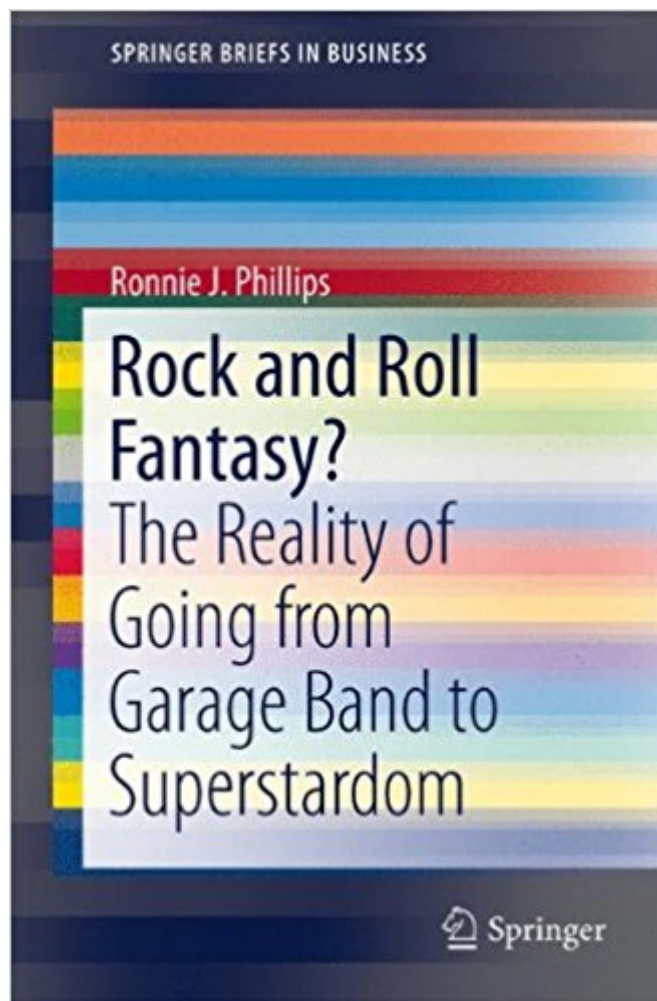


The book was found

Rock And Roll Fantasy?: The Reality Of Going From Garage Band To Superstardom (SpringerBriefs In Business)



Synopsis

We are in an era where developments in both technology and musical style have coalesced to produce the greatest period of change in the music industry since the invention of recorded sound. Globalization, the Internet, and digital technology are now opening up possibilities for more artists to be innovative and financially successful. But new music requires new ways of doing business. For more artists to be better off requires new business models to replace those that dominated the 20th century. Integrating insights from economics, management, and intellectual property law, the author explores the dynamics of entrepreneurship and innovation in the music industry, and offers such provocative assessments as these: The Beatles might never have broken up if they had the kind of two-tier contracts as band members and as solo artists that are common in the music industry today. Buddy Holly would likely have avoided his tragic death in a plane crash at age 22 if his 1959 tour had been sponsored by a company like Coca Cola because today's corporatized tours are vastly better financed and organized than the haphazard efforts of the 1950s. The economic value of albums by the likes of Elvis and Michael Jackson has risen significantly since their deaths the ironic byproduct of the way their behavior tarnished their own brands while they were alive. Diana Ross might never have quit The Supremes if she had known that one-third of the artists in the 1960s who quit the group had charting careers of only one year. Thomas Edison's invention of the phonograph led to the modern record industry, but he is really the godfather of computer programs like Garageband which have created home recording studios. The collapse of the Soviet Union threatened the sound of rock and roll but an American entrepreneur saved the day.

Book Information

Series: SpringerBriefs in Business (Book 35)

Paperback: 124 pages

Publisher: Springer; 2013 edition (November 17, 2012)

Language: English

ISBN-10: 1461458994

ISBN-13: 978-1461458999

Product Dimensions: 6.1 x 0.4 x 9.2 inches

Shipping Weight: 9.6 ounces (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #2,111,637 in Books (See Top 100 in Books) #154 in Books > Law >

Intellectual Property > Communications #1703 inÂ Books > Textbooks > Business & Finance > Entrepreneurship #2044 inÂ Books > Business & Money > Management & Leadership > Production & Operations

[Download to continue reading...](#)

Rock and Roll Fantasy?: The Reality of Going from Garage Band to Superstardom (SpringerBriefs in Business) Activities Keep Me Going and Going, Volume A (Activities Keep Me Going & Going) Garage Sale Goldmine: The Proven Blueprint Used to Make \$500-\$1000/Week Buying Items at Garage Sales and Reselling Them on and Ebay for Huge Profits Black & Decker The Complete Guide to Garages: Includes: Building a New Garage, Repairing & Replacing Doors & Windows, Improving Storage, Maintaining ... Garage Plans (Black & Decker Complete Guide) Rock Climbing Smith Rock State Park: A Comprehensive Guide To More Than 1,800 Routes (Regional Rock Climbing Series) Daily Fantasy Sports: How to Dominate & Win Fantasy Baseball, Fantasy Basketball and Fantasy Football Leagues to Turn Profitable Seasons Best Asian Recipes from Mama Li's Kitchen BookSet - 4 books in 1: Chinese Take-Out Recipes (Vol 1); Wok (Vol 2); Asian Vegetarian and Vegan Recipes (Vol 3); Egg Roll, Spring Roll and Dumpling (Vol 4) Vegan Spring Rolls & Summer Rolls: 50 Delicious Vegan Spring Roll Recipes and Summer Roll Recipes (Veganized Recipes Book 10) Spring Roll Recipes: Scrumptious Spring Roll Recipes for Breakfast, Lunch, Dinner and More (The Easy Recipe) Top 50 Most Delicious Spring Roll Recipes (Egg rolls - Egg roll recipes) (Recipe Top 50's Book 21) A Macat Analysis of Eugene Genovese's Roll, Jordan, Roll: The World the Slaves Made JUKE BOX COMICS 1 (Issues 1-2-3): TRUE STORIES OF BAND LEADERS, SINGERS, SONG WRITERS, MUSICIANS AND ENTERTAINERS FROM THE 'SWING MUSIC BIG BAND' ERA The BIG Book on the Lap-Band: Everything You Need to Know to Lose Weight and Live Well with the Adjustable Gastric Band The BIG Book on the Lap-Band: Everything You Need To Know To Lose Weight and Live Well with the Adjustable Gastric Band (The BIG Books on Weight Loss Surgery 1) Bets, Drugs, and Rock & Roll: The Rise and Fall of the World's First Offshore Sports Gambling Empire Best Music for Young Band: A Selective Guide to the Young Band/Young Wind Ensemble Repertoire Buzzwords: A Scientist Muses on Sex, Bugs, and Rock 'n' Roll Easy Riders Raging Bulls: How the Sex-Drugs-And Rock 'N Roll Generation Save Guerrilla Radio: Rock 'N' Roll Radio and Serbia's Underground Resistance (Nation Books) Don't Jump: Sex, Drugs, Rock 'N Roll... And My Fucking Mother

[Dmca](#)