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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.

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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

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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.

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