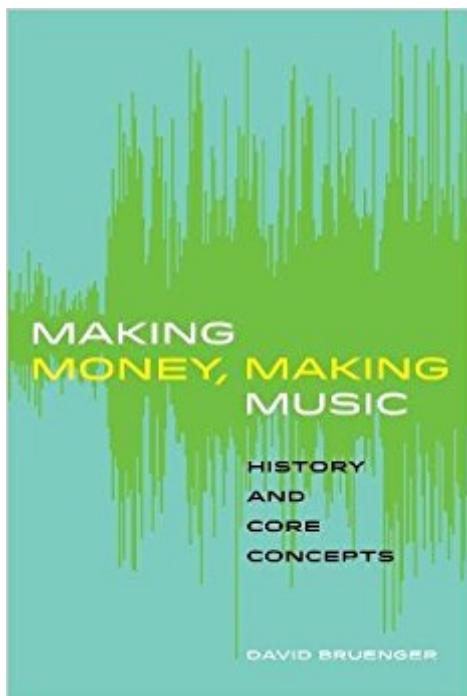


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# Making Money, Making Music: History And Core Concepts



## **Synopsis**

Making Money, Making MusicÂ 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.Â 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.

## **Book Information**

Paperback: 304 pages

Publisher: University of California Press (September 6, 2016)

Language: English

ISBN-10: 0520292596

ISBN-13: 978-0520292598

Product Dimensions: 6 x 0.8 x 9 inches

Shipping Weight: 2.8 pounds (View shipping rates and policies)

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## **Customer Reviews**

"This book will satisfy the need for a textbook on the music industry that emphasizes its entrepreneurial facets . . . Summing up: Recommended" (CHOICE)

â œBruenger offers a highly useful text to those entering or stalled in the business, who are desperately seeking expert guidance.Â Making Money, Making MusicÂ gives, for the first time, a publication that is well steeped in research but has access points that will be meaningful to both students and younger professionals. Bruenger has a significant position in creating studies in the field and writes with lucid authority and a welcome lack of ideology.â •â "Mitchell Korn,Â founder of MitchellKornArts, Advisor for Edify Technologies, Inc. and Adjunct Professor of Music and Community at the Blair School of Music, Vanderbilt University Â â œMaking Money, Making Music provides great historical context. Itâ ™s a very interesting read, with great research on the topics

covered. I think this original work is stimulating, excellent, and very well written. "Kim Wangler, Associate Professor and Director of Music Industry Studies, Appalachian State University found Making Money, Making Music absolutely fantastic. Bruenger has uncovered a link in the chain that binds the emerging entrepreneurial musician and a more entrepreneurial industry. " Gary Beckman, Director of Entrepreneurial Studies in the Arts, North Carolina State University

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