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Awakening: The Music Industry In The Digital Age



Synopsis

Awakening is the definitive account of the music industry in the digital era. It tells the inside story of how the music business grappled with the emergence of an entirely new digital economy with exclusive interviews with the people who shaped today's industry. Mulligan's gripping narrative switches between the seismic market trends to the highly personal accounts of artists and digital pioneers. It recounts the events that both spelt the end of the old industry and that are the foundation for the radical new successor that is about to emerge. Awakening is written by the leading music industry analyst Mark Mulligan and includes interviews with 60 of the music industry's most important figures, including million selling artists and more than 20 CEOs. Alongside this unprecedented executive access, Awakening uses exclusive data presented across 60 charts and figures to chart the music industry's digital journey and to lay out a vision of the future for the industry and artists alike. For anyone interested in the music industry and the lessons it provides for all businesses in the digital era, this is the only book you will ever need.

Book Information

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Customer Reviews

What a remarkable book this is. I have been involved with the music business since the Sixties, but had lost both interest and comprehension of it all when music became an Internet commodity. I found the present tome extraordinarily engaging, meticulously well researched and utterly fascinating. Not only does the author depict the sorry state of affairs that has ensued for the creative artist but he points to a way forward for all concerned. A MUST READ FOR ALL INTERESTED IN MUSIC AND ITS DIFFUSION.

The author himself claims that this is the only book you'll need if you're interested in the music industry. Having read the kindle version from start to end I have to agree with him. I've been a professional musician for 50 years and experienced all the changes. None have been so disruptive as the still painfully ongoing conversion to digital. Mark Mulligan knows what he's talking about. He covers a lot of ground, he's a very generous writer. His analyses are deep and accurate. The book is for anyone and everyone who is part of the music industry.

I really enjoyed this book. It give a wide view to music industry, consumption tendencies and many other useful information. Is a must for all of the music industry professionals.

a bit redundant and I'm not sure the predictions are even remotely accurate - but the historical data is comprehensive and very valuable to someone who isn't fluent in music industry.

Was hoping for more of a look at what will happen in the future, at least a guess.

Complete and well thought out. Very interesting story

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