

Rock Brands: Selling Sound In A Media Saturated Culture

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Rock Brands: Selling Sound in a Media Saturated Culture, edited by Elizabeth Barfoot Christian, explores how different genres of popular music are branded and marketed today. The authors provide research explaining how established mainstream artists and bands, from Christian heavy metal bands to Kanye West to Marilyn Manson, are continuing to market themselves in an ever-changing technological world, and how such bands can use integrated marketing communication to effectively 'brand' themselves to prevent technology and delivery changes from stifling their success. Rock Brands further addresses the use of religious and political words and images to gain an audience, as well as the latest technological influences of gaming, reality television, and social networking websites. Publisher: Lexington Books
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