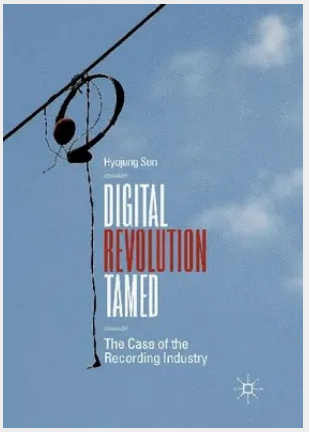
Sun

Digital Revolution Tamed

The Case of the Recording Industry



This book explores why widespread predictions of the radical transformation in the recording industry did not materialise. Although the growing revenue generated from streaming signals the recovery of the digital music business, it is important to ask to what extent is the current development a response to digital innovation. Hyojung Sun finds the answer in the detailed innovation process that has taken place since Napster. She reassesses the way digital music technologies were encultured in complex music valorisation processes and demonstrates how the industry has become reintermediated rather than disintermediated.
This book offers a new understanding of digital disruption in the recording industry. It captures the complexity of the innovation processes that brought about technological development, which arose as a result of interaction across the circuit of the recording business – production, distribution, valorisation, and consumption. By offering a more sophisticated account than the prevailing dichotomy, the book exposes deterministic myths surrounding the radical transformation of the industry.

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60,98 €
56,99 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9783030065713
Medium: Buch
ISBN: 978-3-030-06571-3
Verlag: Springer
Erscheinungstermin: 03.01.2019
Sprache(n): Englisch
Auflage: Softcover Nachdruck of the original 1. Auflage 2019
Produktform: Kartoniert
Gewicht: 451 g
Seiten: 328
Format (B x H): 148 x 210 mm

Kundenservice Verlag Dr. Otto Schmidt KG
Neumannstraße 10, 40235 Düsseldorf | kundenservice@otto-schmidt.de | 0221-93738-997 (Inland)