



Music Business: The Key Concepts (Routledge Key Guides)

Richard Strasser

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Music Business: The Key Concepts is a comprehensive guide to the terminology commonly used in the music business today. It embraces definitions from a number of relevant fields, including:

- general business
- marketing
- e-commerce
- intellectual property law
- economics
- entrepreneurship

In an accessible A-Z format and fully cross-referenced throughout, this book is essential reading for music business students as well as those interested in the music industry.

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