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## The New Music Industry: Adapting, Growing, and Thriving in the Information Age (Paperback)

By David Andrew Wiebe

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\*\*\*\*\*.The music industry has changed, and there has never been a greater time for independent artists to build a community of followers and fans through the myriad of new media tools available to them. As an independent musician, developing a profitable and sustainable music career is more realistic today than it has ever been in the past. However, in order to take advantage of the opportunities at hand, it is vital for career-minded musicians to understand the changes that the industry has gone through, and how that impacts their approach. Then, they must determine a career course for themselves and act on the best information available to them. First, The New Music Industry: Adapting, Growing, and Thriving in The Information Age explains exactly how the music industry has changed, and the 11 components it is divided into today. These 11 components include: engagement, campaigns, community, collaboration, vinyl records, social media, video, radio, touring, music licensing placements, and streaming sites. The industry is clearly more complex than it used to be, and has more moving pieces...



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