

Awakening: The Music Industry In The Digital Age

By Mr Mark John Mulligan

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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.

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Editorial Review

About the Author
Mark Mulligan is a music industry analyst and consultant of 15 years standing. Throughout this time has worked with all of the leading companies in the digital music market, right up to the very most senior management, helping them shape their strategy and products. a recording artist, Mark swapped the mixing desk for the analyst’s desk just as Napster was beginning to change the music industry for good. For 11 years Mark was a Vice President and Research Director at Jupiter Research and then Forrester Research, where he led research and analysis into how technology shapes media businesses and the consumer. He is now the founder and Research Director of music specialist analyst firm MIDiA Research. Mark also maintains the industry leading blog Music Industry Blog: https://musicindustryblog.wordpress.com

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