



# Death Is Not So Bad: The Future of the Music Industry

*Tim Renner*

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## **Death Is Not So Bad: The Future of the Music Industry** Tim Renner

The future of the tumultuous music industry is predicted in this insider's look at the business through an in-depth examination of its recent past, its present position, and the advent of digital communication technology. Survival strategies are proposed, such as the elimination of old production models and the introduction of new "individual download" models, and rationale is provided for those working in the industry to think and act differently. As the Internet and consumer-friendly music mediums continue to threaten the current business model, this book presents a safe—and smart—way for the music industry to retool itself to remain a major player.

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