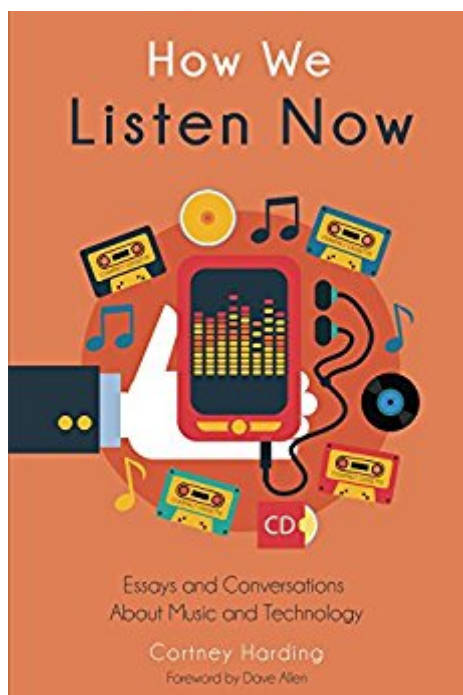


The book was found

How We Listen Now: Essays And Conversations About Music And Technology



Synopsis

An exploration of the intersection of music and technology and how we will listen in the future. Includes essays and interviews with leading thinkers, writers, and artists.

Book Information

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Customer Reviews

"How We Listen Now" is a provocative examination of two different worlds: on the one hand, consumers are experiencing music on their own time, in their own place, and on their own terms. We're not just streaming music; we're also discovering great music through games, in hotel lobbies, movies, and many other media. And we're not just listening to music anymore. We're remixing our favorite songs and reposting those moments on apps, video- and song-sharing platforms, and everywhere else we can express our passions. But on the other hand, musicians, music labels, and other members of the music industry continue to struggle to keep up with the new reality of how people experience music. Cortney Harding asserts that the music industry did not experience one major change when digital came along -- music is constantly changing through multiple waves of disruption. "How We Listen Now" urges all members of the ecosystem -- most prominently artists -- to adapt to this new reality by being willing to change constantly themselves instead of looking at the world through a simple pre- and post-Napster lens. She questions long-held assumptions about how

music is made and experienced, and points to some exciting new possibilities. I highly recommend Cortney Harding's "How We Listen Now."

Cortney is informed, insightful and often prophetic - attributes that are all too rare in the music industry.

I started reading this over the weekend and am enjoying it so far. Informed, insightful and thought provoking discussion on music tech.

Cortney is a seasoned music industry veteran, with an important and distinctive voice. Highly recommended.

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