The Future Of Music: Manifesto For The Digital Music Revolution (Berklee Press)

Synopsis

(Berklee Press). For the next generation of players and downloaders, a provocative scenario from a music industry think tank. From the Music Research Institute at Berklee College of Music comes a manifesto for the ongoing music revolution. Today, the record companies may be hurting but the music-making business is booming, using non-traditional digital methods and distribution models. This book explains why we got where we are and where we are heading. For the iPod, downloading market, this book will explain new ways of discovering music, new ways of acquiring it and how technology trends will make music "flow like water," benefiting the people who love music and make music.

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Customer Reviews

This is a case of a lot of filler to make what could be communicated in a short essay into a book. The basic message "The music industry has to embrace digital technology." This and a few other salient points are made early in the book and then repeated with different wording ad nauseum. I would suggest standing in the store, reading the introductory stuff and skimming the rest. Too many authors are doing this these days. It should have been a magazine article.

I would reccomend this book to anyone who is thinking of going into the industry. Speaking from a vocalist's perspective, alot of the time we forget the other important aspects of the ever changing music industry in our effors to remain artistic and undiluted, forgetting that they all work hand in

hand. This book I feel has enlightened me with sound judgement and speculation. It has also inspired me to formulate a strategy on how i plan to fit in. I now feel as though I have valuable and priceless knowledge on every aspect of that which i love and desire to suceed in-Music.

A stunningly candid source of concentrated, up to date insight about the music business and its turbulent transition into the digital era. This book tells it straight and will make the dinosaurs of the music industry very unhappy.Like Martin Luther's '95 Theses' nailed to the door of Wittenberg Cathedral, Kusek and Leonard drive nail after nail into the sclerotic heart of the old-fashioned music business. Their rational vision of the future of music rests on the idea of unshackling music from the hardcopy product business in a yet-to-be-realized era of open content licensing, facilitating sharing and communication among users, and growing the business to its full potential.It provides as clear a vision of the future of the music industry as you will find, from two writers with a rare combination: a solid grounding in the traditional practices of the music business, an up-to-the-minute knowledge of the new technologies that are changing it, and the ability to think through the consequences.I've dreamed about a book like this, but thought it would be impossible in today's hyperdynamic environment where every week seems to bring a breakthrough technology, device, or service. But by digging out the underlying trends and principles Kusek and Leonard get under the news and illuminate it. Along the way they provide a brilliantly concise history of the evolution of digital media.I can't think of any book more important for artists to get the full re-orientation they need to survive and prosper in the digital era. It's no less critical for members of the music and broadcasting industries who need to consolidate their thinking into a coherent roadmap for the future.In a word: indispensible.

I bought this book because I am getting into the digital music business. I enjoyed reading it, but I didn't much care for the wording in the book, and I think the authors are overreaching in the sense that they are expecting too much from artists in the industry.This book clarifies the differences between the record and music industry, and emphasizes the effect of file sharing on digital medias (Limewire, Bearshare, programs) and the record industry. It makes some significant points, and makes the same points again later on in the book. The author states that artists should be able to sustain careers rather easily without "getting signed" and that is not the case today. Artists still need capital for marketing on the internet, and in marketing it is possible, but still costly.This book is worth reading if you are getting into the business. I don't regret buying it, but I think other books may have a more definite impact on the reader. What it boils down to is opinion, and mine vary slightly in some

cases and greatly in others.

I would recommend anyone involved or starting out in the art of music to read 'The Future of Music" by David Kusek. This book takes you from the start to where music has evolved today in the technological world, and what artist need to be aware of in the "Future Of Music".

Lots of good stuff here for music lovers as well as musicians. Not being a music industry insider, my eyes did glaze over once or twice - sorry, guys. But the good parts outweigh the bad, and there is some pure gold here.Did you know that the artist gets only 8% of a CD sale? This is about to change, since "... music belongs to the people, not to the multinational corporations that have controlled and exploited it over the past seventy-five years or so. The people, both fans and musicians alike, will decide what kind of future we want." Many of the authors' ideas can be applied outside the music business, too.All in all, a worthwhile read.

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