

Rock Music Culture And Business

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Rock: Music, Culture, and Business by Joseph G. Schloss

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Rock: Music, Culture, and Business (2012 Oxford University Press) is the latest book-length publication by Music History Professor Larry Starr, who along with co-authors Joseph G. Schloss and Christopher Waterman (formerly associate professor of music at the UW), have compiled an engaging study of the history of rock music from the mid-1940s to the current day.

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Rock: Music, Culture and Business. Welcome to the companion website for Rock: Music, Culture, and Business by Joseph G. Schloss, Larry Starr and Christopher Waterman. Containing a number of useful resources, this site is designed to supplement and enhance the material found in the text. Thank you to Professor Mark Bergman of George Mason University for preparing the instructor and student resources on this companion website.

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However the various legal and economic issues are resolved, rock music will certainly be central to 21st-century ways of doing things. Rock, in short, not only reflects (and reflects on) social and cultural change; it is also a social force in its own right.

Rock - Rock as a reflection of social and cultural change

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Rock: Music, Culture, and Business is an introduction to the history of rock music that focuses on music from the mid-1940s to the current day and emphasizes the connections between music and culture. Using the distinctive approach successfully brought to bear in their previous book, American Popular Music, the authors provide a well-balanced look at both the music and the culture of the times.

About the Book

Beginning with the advent of rock and roll, Wicke chronicles the development through Elvis Presley, and the Beatles to the current music industry, its performers, and the impact of the music video. The book will be of interest to students of music

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history, popular culture, and media studies.

Rock Music: Culture, Aesthetics and Sociology - Peter ...

Marketing rock and roll Rock and roll's impact in the 1950s reflected the spending power of young people who, as a result of the '50s economic boom (and in contrast to the prewar Great Depression), had unprecedented disposable income.

Rock - Marketing rock and roll | Britannica

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Rock music has also embodied and served as the vehicle for cultural and social movements, leading to major sub-cultures including mods and rockers in the UK and the hippie counterculture that spread out from San Francisco in the US in the 1960s. Similarly, 1970s punk culture spawned the visually distinctive goth and emo subcultures.

Rock music | Pop Culture Wiki | Fandom

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