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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

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George Mason University for preparing the instructor and student resources on this companion website.

Rock: Music, Culture and Business
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.

Rock: Music, Culture, and Business |
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Rock : Music, Culture, and Business by

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Larry Starr, Joseph ...

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 history, popular culture, and media studies.

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

Rock is the music that has directly addressed these new conditions and kept faith with the belief that music is a form of human conversation, even as it is mediated by television and radio and by filmmakers and advertisers.

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

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. That income was of interest not just to record companies but to an ever-increasing range of advertisers keen

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to pay for time on teen-oriented, Top 40 radio stations and for the development of teen-aimed television shows such as American Bandstand.

Rock - Marketing rock and roll | Britannica

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Rock: Music, Culture, and Business is an introduction to the history of rock

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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

Providing the perfect balance of cultural and musical analysis, *Rock: Music, Culture, and Business* by Joseph G. Schloss, Larry Starr, and Christopher Waterman tells the full story of rock 'n' roll, from its earliest beginnings to today. Rent *Rock* 1st edition (978-0199758364) today, or search our site for other textbooks by Joseph G. Schloss.

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The popularity and worldwide scope of rock music resulted in a powerful impact on society. Rock and roll influenced daily life, fashion, attitudes and language in a way few other social developments have equalled. As the original generations of rock and roll fans matured, the music became an accepted and deeply interwoven thread in popular culture. Beginning in the early 1950s, rock songs and acts began to be used in a few television commercials; within a decade this practice became widespread,

Social effects of rock music -
Wikipedia

Rock music. Rock music. Homepage.

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