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# WHETHER OR NOT SOCIAL MEDIA HAVE BECOME THE MOST IMPORTANT ELEMENT OF THE MARKETING STRATEGY FOR MUSIC ARTISTS TO BECOME FAMOUS



GRIN Verlag. Paperback. Book Condition: New. Paperback. 36 pages. Dimensions: 8.1in. x 5.7in. x 0.2in.Seminar paper from the year 2013 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: 2, 0, University of Applied Sciences Kln RFH, language: English, abstract: The classical way music artists have to go to become successful is to convince the guard of a music label to get a chance to convince millions of people with their music afterwards. The labels then contrive...

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