# Business-as-usual 
has been transformed across the music industries in the post-CD age. Against widespread hype about the 
purported decline of the major music labels, this book provides a critique of the ways these companies have successfully adapted to 
digital challenges and what is at stake for music makers and for culture.

Today, recording artists are positioned as #artist-brands# and popular music as a product to be licensed by consumer and media 
brands. Leslie M. Meier examines key consequences of shifting business models, marketing strategies, and the new #common sense# 
in the music industries: the gatekeeping and colonization of popular music by brands.

*Popular Music as Promotion* is important reading for students and scholars of media and communication studies, cultural studies and 
sociology, and will appeal to anyone interested in new intersections of popular music, digital media and promotional culture.

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## ABOUT THE AUTHOR

*Leslie M. Meier* is Lecturer in Media and Communication at the University of Leeds. Her research examines the music and cultural 
industries, advertising, marketing, and promotional culture, and consumer culture inside contemporary capitalism.
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