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paperback. Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date: October 2012 Pages: 210 Language: Chinese in Publisher: Tsinghua University Press the Tsinghua Ebizal library: the digital music industry value chain study by comparing the development of the digital music industry at home and abroad. summed up China's digital characteristics of the development of the music industry value chain. Music sociology. media economics. industrial economics. marketing theory as a guide. the proposed way to improve the online music industry value chain and wireless music industry value chain and suggestions for the current situation and problems of the digital music industry value chain. respectively. And in-depth analysis of the role of music copyright in the digital music industry value chain. build triple play digital music industry value chain model proposed approach suitable for China to address the digital music piracy. Tsinghua Ebizal library: the digital music industry value chain for to improve academia and industry awareness of the digital music industry. operators and decision-makers to promote the music industry to create sophisticated digital music industry value chain to be beneficial. Contents: Introduction and research background and issues presented two research status. study and significance. research methods and the ideas first chapter of the development of digital music an overview of the first digital music. the nature of its dissemination architecture a digital music development Second. the nature of the digital music and digital music dissemination architecture Section II digital music industry development. foreign development of the digital music industry status quo. the development of the digital music industry industry section I of the theory of the value chain and the value chain of the digital music industry. the theoretical basis of the industry value chain. industrial chain theory....



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