

Contents

<i>Acknowledgements</i>	vi
Introduction: Popular Music, Branding and Promotional Culture	1
1 From Commodities to Commercials? The Rise of Promotion in the Music Industries	18
2 Capitalizing on Music: From Sound Recordings to 'Artist-brands'	43
3 Brands: The New Gatekeepers	85
4 'Flexible' Capitalism and Popular Music: Branding Culture, Designing 'Difference'	126
5 Conclusions	153
<i>Notes</i>	164
<i>References</i>	167
<i>Index</i>	190