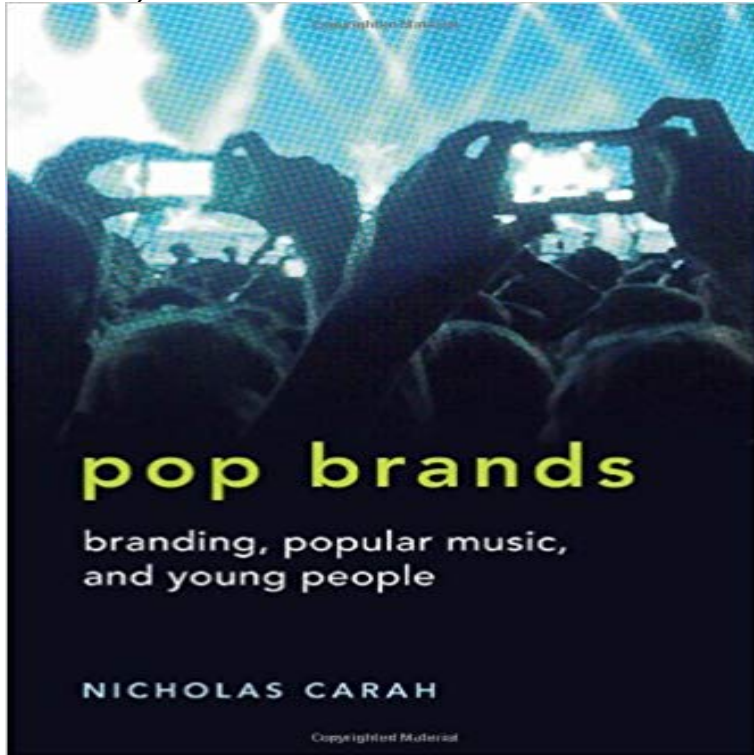


Pop Brands: Branding, Popular Music, and Young People (Mediated Youth)



Corporations engage young people and musicians in brand-building activities. These activities unfold in media-dense social spaces. Social networking sites, the user-generated content of web 2.0, live music events, digital cameras and cell phones are all used in constructing valuable brands. This book addresses the integration of popular music culture, corporate branding, and young peoples mediated cultural practices. These intersections provide a rich site for examining how young people build brands within spaces and practices that they perceive as meaningful. The book is based on extensive ethnographic empirical research, drawing on participant observation, textual analysis and interviews with young people, musicians, marketers and other participants in the cultural industries. Contemporary theories of marketing and branding are brought together with critical and cultural accounts of mediated social life. The book explores the distinctive concerns and debates of these different perspectives and the lively interface between them.

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