

# Music quality and marketing 9522

[Business](#), [Marketing](#)



Over the years the music industry has grown from a fairly profitable industry with a few major stars into a billion dollar industry with many major stars. The music industry has evolved in many different ways through such inventions as the television and music videos. In order to become a star in the industry today it is almost essential that you have a good music video and a great marketing campaign. With these pressures on new artists I believe it makes it hard for them to be themselves and not change their music or image in order to sell records. I believe it is possible not to sell out in the music industry today. Stars such as Aerosmith, Billy Joel, and Sting for example have always put out quality music and have not strayed far from their original musical roots in order to sell records. Other artists like Madonna are constantly reinventing themselves and their musical style and have been very successful in doing so. But the

question is are they doing this because they are a talented artist or in order to stay

popular and sell records. I believe there is a thin line between reinventing your

musical style and changing just to stay popular. I believe that in order not to sell

out in the industry today you have to love your music and want others to love it as

well, not for them to love you but instead your music. That I think is the problem

with today's artists, they want to become super stars and they loose sight of the

music and concentrate to much on there image and flashy performances.

The

great musicians are loved for there music first and then fans fall in love with them

and there performances. Music is a business though and in order to sell records

today you have to have the total package, which I think makes it extremely hard for musicians to stay true to themselves and there music over the long hall. In conclusion I think it is possible not to sell out in today's industry, but

the artists has to be dedicated to the music and not concerned about the money. These to qualities are almost impossible to find in today's artists. It is the called the music business after all and in any business the goal is to make money which leads many of these artists to loose there musical integrity and inevitably sell out.

Word Count: 411