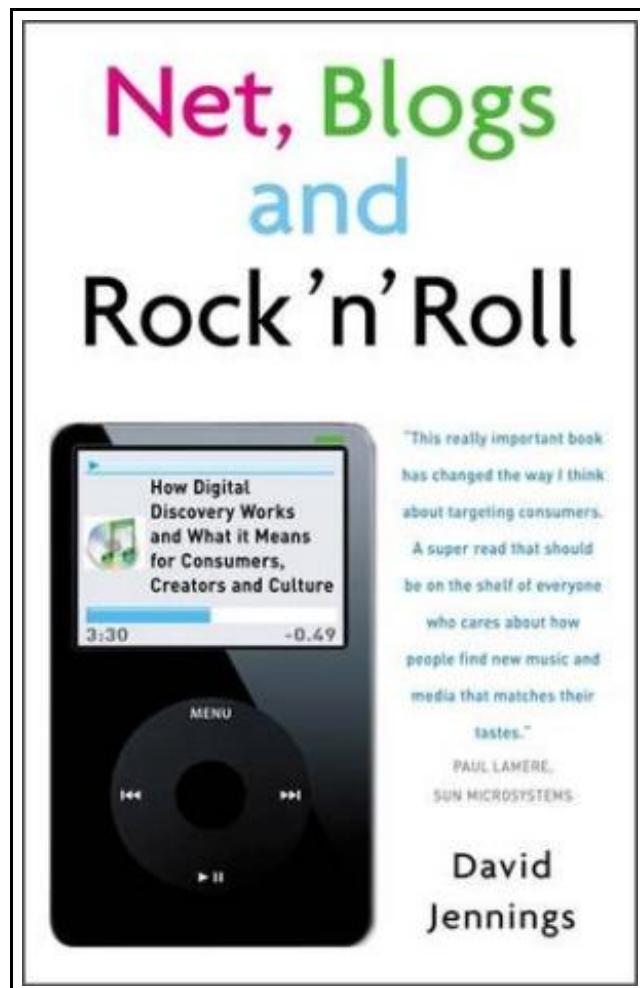


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Nicholas Brealey Publishing. Paperback. Book Condition: new. BRAND NEW, Net, Blogs and Rock 'n' Roll: How Digital Discovery Works and What it Means for Consumers, Creators and Culture, David Jennings, Discovery is the next big thing after search. We are approaching the era of the 'celestial jukebox' where almost every film, TV programme, music track or book is available from a digital store in the sky. But how do consumers find out about and judge what they might like from such a huge and fast-growing source? Today's fans forage for information, recommendations and playable media or swarm through word-of-mouth and social networking technologies. But discovery is an anarchic process and while new developments in search, recommendation systems, wikis and Web 2.0 all accelerate discovery, it seems there will never be a single dominant discovery method. David Jennings examines the new media revolution and shows how it all works. He introduces the three pillars of digital discovery - TLC - trying out, links and community - explaining how the history, culture and technology of media are interwoven with the rise of personalization and mobile players. He profiles groups of listeners and their different approaches to discovery, showing how new breeds of technology make automated recommendations based on expert coding. Blog culture, personal networks, collaborative webzines and wiki sites - all of these have changed the way we perceive, create and consume media. As a result, getting discovered is harder for creators - while making and deepening a connection with fans is more important than ever for survival and success. Jennings shows creators how to fill the gaps in their knowledge about consumer behaviour, while tapping the energies of fans to pass on recommendations and information to caption the attention of new audiences.

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