

Ticket Masters: The Rise Of The Concert Industry And How The Public Got Scalped - , Josh Baron

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In the spring of 1975 a trio of neophyte businessmen backed an old Chrysler onto a sun-baked Arizona driveway and convened in their new office. The garage start-up, dubbed Ticketmaster, would come to achieve such market dominance over the following decades some critics would denounce the company as an unlawful monopoly. Yet its path to the top was far from inevitable and Ticket Masters analyzes the legality and ethics behind the actions of Ticketmaster, including its recent merger with Live Nation. It answers such questions as Just what is included in a service fee and why does it vary with the price of a ticket? Why am I forced to pay for parking when Im taking public transportation to the concert? and Who really pockets all of that money? This guide to the concert industry looks into cubicles, conference rooms, and booking agencies and includes interviews with promoters, musicians, and corporate executives with connections to both Ticketmaster and the bands. Special attention is paid to the touring activities and ticket-selling practices of the Grateful Dead, Pearl Jam, U2, Dave Matthews Band, and the Rolling Stones. Author: Budnick, Dean Author: Baron, Josh Publisher: ECW Press Illustration: N Language: ENG Title: Ticket Masters: The Rise of the Concert Industry and How the Public Got Scalped Pages: 00350 (Encrypted EPUB) On Sale: 2011-06-01 SKU-13/ISBN: 9781550229493 Category: Business & Economics : Industries - Service Category: Business & Economics : Corporate & Business History - Genera

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