

By Kellogg On Marketing Second 2nd Edition

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Audissino,2025-08-08 The field of Film Music Studies has been increasingly dominated by musicologists this book brings the discipline back squarely into the domain of Film Studies offering an approach in which music and visuals are seen as equal players in the game Blending Neoformalism with Gestalt psychology and Leonard B Meyer s musicology this study treats music as a cinematic element offering scholars and students of both music and film a set of tools to help them analyse the wide ranging impact that music has in films This second edition provides an updated survey of the field and a new chapter featuring additional case studies including a novel analytical category for studying the contemporary sound design style film music MARKETING MANAGEMENT Dr. Saroj Kumar, Namrata Dubey, 2025-04-01 MBA SECOND SEMESTER
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