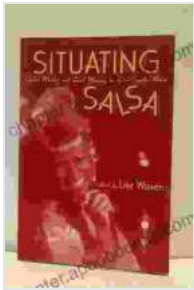


# Global Markets and Local Meanings in Latin Popular Music: Perspectives In



## Situating Salsa: Global Markets and Local Meanings in Latin Popular Music (Perspectives in Globalpop)

by Tom James

★★★★☆ 4 out of 5

Language : English

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Enhanced typesetting : Enabled

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Paperback : 30 pages

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Unleash the vibrant sounds of the Latin music world! Global Markets and Local Meanings in Latin Popular Music is the ultimate guide to the captivating rhythms, diverse文化的expressions, and profound social impact of Latin popular music.

Embark on a journey that transcends bFree Downloads and explores the ways in which Latin popular music becomes a tapestry of cultural identities. Delve into the rhythms that ignite passion, the melodies that evoke emotion, and the lyrics that tell stories of love, loss, and liberation. Witness the transformative power of music that bridges generations, unites communities, and transcends linguistic and cultural boundaries.

Through the lens of renowned scholars and music industry insiders, this comprehensive volume offers fresh perspectives on how Latin popular music navigates the complexities of global markets while remaining deeply rooted in local traditions. It examines the forces that shape the industry, from the rise of streaming platforms to the impact of social media, and analyzes the ways in which Latin artists are adapting and innovating to reach a global audience.

But beyond its global reach, Latin popular music remains intimately connected to its local roots. It reflects the socio-cultural realities of Latin American communities, providing a voice to the marginalized and a platform for addressing social issues. Discover the ways in which musicians use their music to challenge stereotypes, empower marginalized groups, and promote cultural understanding.

Global Markets and Local Meanings in Latin Popular Music is an essential resource for scholars, students, music industry professionals, and anyone captivated by the vibrant world of Latin music. Its insights will deepen your understanding of the cultural, social, and economic forces that shape this dynamic industry.

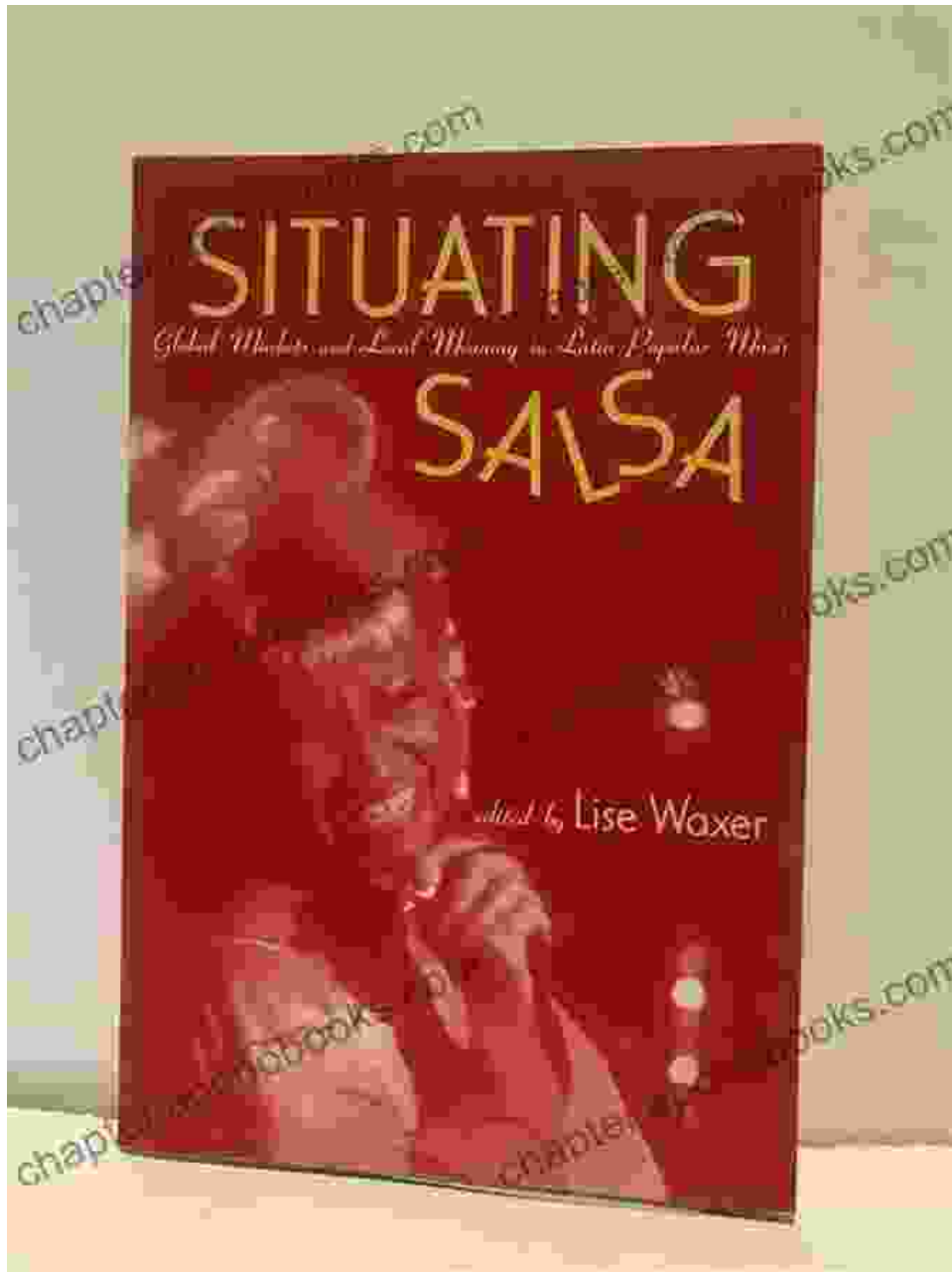
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## About the Editors



- **Dr. Maria Elena Cepeda** is a renowned ethnomusicologist and Professor of Music at the University of California, Davis. Her research explores the intersections of music, culture, and social change in Latin America.

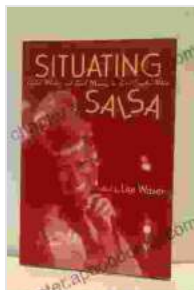


- **Dr. Derek Pardue** is an Associate Professor of Latin American and Caribbean Studies at the University of North Carolina at Wilmington. His work focuses on the cultural and political dynamics of popular music in the Americas.

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