



The Song Machine: Inside the Hit Factory

John Seabrook

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There's a reason hit songs offer guilty pleasure?they're designed that way.

Over the last two decades a new type of hit song has emerged, one that is almost inescapably catchy. Pop songs have always had a "hook," but today's songs bristle with them: a hook every seven seconds is the rule. Painstakingly crafted to tweak the brain's delight in melody, rhythm, and repetition, these songs are highly processed products. Like snack-food engineers, modern songwriters have discovered the musical "bliss point." And just like junk food, the bliss point leaves you wanting more.

In *The Song Machine*, longtime *New Yorker* staff writer John Seabrook tells the story of the massive cultural upheaval that produced these new, super-strength hits. Seabrook takes us into a strange and surprising world, full of unexpected and vivid characters, as he traces the growth of this new approach to hit-making from its obscure origins in early 1990s Sweden to its dominance of today's *Billboard* charts.

Journeying from New York to Los Angeles, Stockholm to Korea, Seabrook visits specialized teams composing songs in digital labs with new "track-and-hook" techniques. The stories of artists like Katy Perry, Britney Spears, and Rihanna, as well as expert songsmiths like Max Martin, Stargate, Ester Dean, and Dr. Luke, *The Song Machine* shows what life is like in an industry that has been catastrophically disrupted?spurring innovation, competition, intense greed, and seductive new products.

Going beyond music to discuss money, business, marketing, and technology, *The Song Machine* explores what the new hits may be doing to our brains and listening habits, especially as services like Spotify and Apple Music use streaming data to gather music into new genres invented by algorithms based on listener behavior.

Fascinating, revelatory, and original, *The Song Machine* will change the way you listen to music.

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Robert Mundo:

Precisely why? Because this The Song Machine: Inside the Hit Factory is an unordinary book that the inside of the publication waiting for you to snap the item but latter it will zap you with the secret the item inside. Reading this book alongside it was fantastic author who else write the book in such awesome way makes the content on the inside easier to understand, entertaining way but still convey the meaning totally. So , it is good for you because of not hesitating having this anymore or you going to regret it. This amazing book will give you a lot of benefits than the other book have got such as help improving your proficiency and your critical thinking means. So , still want to hesitate having that book? If I have been you I will go to the reserve store hurriedly.

David Wolverton:

Reading can called brain hangout, why? Because if you find yourself reading a book particularly book entitled The Song Machine: Inside the Hit Factory your mind will drift away trough every dimension, wandering in most aspect that maybe not known for but surely might be your mind friends. Imaging each and every word written in a reserve then become one type conclusion and explanation that will maybe you never get prior to. The The Song Machine: Inside the Hit Factory giving you another experience more than blown away the mind but also giving you useful info for your better life in this era. So now let us demonstrate the relaxing pattern is your body and mind are going to be pleased when you are finished reading it, like winning a. Do you want to try this extraordinary shelling out spare time activity?

Brandi Anderson:

This The Song Machine: Inside the Hit Factory is fresh way for you who has fascination to look for some information given it relief your hunger of information. Getting deeper you on it getting knowledge more you know otherwise you who still having little digest in reading this The Song Machine: Inside the Hit Factory can be the light food to suit your needs because the information inside that book is easy to get by means of anyone. These books produce itself in the form that is reachable by anyone, yeah I mean in the e-book web form. People who think that in book form make them feel drowsy even dizzy this reserve is the answer. So there is no in reading a guide especially this one. You can find what you are looking for. It should be here for anyone. So , don't miss this! Just read this e-book style for your better life as well as knowledge.

Mary Mohammad:

Many people said that they feel bored stiff when they reading a book. They are directly felt that when they get a half elements of the book. You can choose the book The Song Machine: Inside the Hit Factory to make your personal reading is interesting. Your own personal skill of reading skill is developing when you similar to reading. Try to choose very simple book to make you enjoy you just read it and mingle the sensation about book and reading especially. It is to be 1st opinion for you to like to available a book and read it. Beside that the book The Song Machine: Inside the Hit Factory can to be your friend when you're feel alone and confuse

in what must you're doing of these time.

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