



# **Spotify : "Music for everyone": Quel avenir pour le géant de la musique en streaming ? (Business Stories t. 1) (French Edition)**

*Charlotte Bouillot, 50 minutes*

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**Un guide pratique et accessible pour tout savoir sur Spotify et ses créateurs passionnés**

Avec plus de 60 millions d'utilisateurs actifs à travers le monde en fin d'année 2014, Spotify est de loin l'acteur incontournable de l'écoute de musique en streaming. Mais que sait-on réellement de l'entreprise et des moyens qu'elle met en œuvre pour proposer à l'auditeur ses morceaux préférés ? Quelles sont les clés de la réussite de cet acteur qui a révolutionné la manière de consommer la musique ? D'ailleurs, l'entreprise est-elle véritablement rentable ?

## Ce livre vous aidera à :


- Comprendre la révolution que se joue dans le secteur musical
- Connaître les dessous de la création de l'entreprise
- Vous faire une idée précise des développements et des ambitions de Spotify
- Et bien plus encore !

## Le mot de l'éditeur :

« Avec l'auteur, Charlotte Bouillot, nous avons voulu dresser un tableau des réalités de l'industrie musicale au travers de l'analyse de l'acteur colossal qu'est Spotify et, ainsi, retracer le passionnant parcours des entrepreneurs, Daniel Ek et Martin Lorentzon, pour que le lecteur apprécie la complexité et l'ingéniosité de ce service révolutionnaire. » Juliette Nève

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