

# SALEM PRESS

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## **Salem Press Announces a Brand New Addition to The Popular *Innovators* Series; *Music Innovators***

Salem Press is proud to announce the first edition of *Music Innovators*. This title profiles the most innovative and influential individuals in the development of music. From the classical and big band music of the 1940s to rock and roll of the 1950s and 1960s, the punk and disco of the 1970s, rap and hip-hop of the 1980s and 1990s, and electronic dance music of the 2000s, the history of music is immeasurably rich, with milestones that have revolutionized our society. This new title examines those individuals most responsible for the technology and strategies behind music today, from the community of musical performers who first became recording artists to the musicians whose primary performances consist of digital recordings rather than live performances.

*Music Innovators* features more than 350 biographies of individuals who have had a significant influence on the development of music, culminating with the advent of digital recording and downloading and beyond, with an emphasis on both musicians and production. Biographies represent a strong multi-ethnic, cross-gender focus, with accompanying sidebars describing the affiliation with which that individual is most often associated. Among the editors' criteria for inclusion in the set was an individual's historical significance, whether through their representation of their particular genre; his or her relevance to popular culture; or his or her appeal to high school and undergraduate students and general readers.

Each essay averages 3,000 words in length and displays standard reference top matter offering easy access to biographical information. Essays include: name by which the subject is best known; birth and death dates, followed by locations of those events as available; areas of achievement, including primary field and specialty, an all-encompassing categorical list including American songbook, bluegrass, blues, cinema, classical, country, dance, electronic, folk, fusion, heavy metal, hip-hop, jazz, opera, pop, punk, R&B, rap, reggae, rock, soul, gospel, symphonic, techno, as well as theater and production; primary company or organization with which the individual has been most significantly associated, because musicians are solo or ensemble performers or appear in multiple groups, principles, distinctive instruments, style, or prominent role in culture are featured; synopsis of the individual's historical importance in relation to music, indicating why the person is or should be studied today.

The entries in *Music Innovators* include **Early Life**, which provides facts about the individuals upbringing; **Life's Work**, the heart of the article, consists of a straightforward, generally

chronological account of how the individual gained recognition, emphasizing their most significant endeavors and achievements-and failures; **Personal Information**, includes post-achievement activities or positions, family life, and topics of general interest; **Further Reading**, provides a starting point for additional research.

*Music Innovators* examines over 350 individuals and personalities who had an innovative and influential impact on the development and evolution of music. Subjects include AC/DC, Johnny Cash, Eric Clapton, Kelly Clarkson, Bob Dylan, Faith Hill, Buddy, Guy, and much more.

The entries in *Music Innovators* include several features that distinguish this series from other biographical reference works. The back matter includes a **Timeline** that presents a comprehensive list of milestone events in the evolution of music since the 1940s, a **Category Index** that lists musicians by area of primary field or specialty, **Hall of Fame for Music and Musicians**, **Music Awards Ceremonies**, **Alphabetical Index** that provides a detailed list of persons, bands, significant events, concepts, principles, and other topics of discussion, **Sidebars** that describe a significant affiliation for which each person profiled is best known, and also dozens of **Images** of biographical subjects.

*Music Innovators* provides students with a look at history making individuals in the world of music. Designed specifically for high school and undergraduate audiences, the *Innovators* series is edited to align with secondary or high school curriculum standards. This title is an indispensable reference for anyone looking to excel or has a general interest in the music industry.

#### **Free Online with Print Purchase**

In addition, *Music Innovators* comes with complimentary online access via <http://online.salempress.com>. A single purchase of the printed version is all it takes to gain access to this important title on the web.

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#### *Music Innovators*

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