

# DR. KRISTIN J. LIEB



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KRISTIN J. LIEB



Dr. Kristin J. Lieb is an Assistant Professor in the Marketing Communication Program at Emerson College. Her research interests include entertainment marketing, brand management, and supply chain management. In 2013, she released her first book, *Gender, Branding, and The Modern Music Industry: The Social Construction of Female Popular Music Stars*, published by Routledge.



For more information visit  
[www.KristinLieb.com](http://www.KristinLieb.com)

[media kit]

# The Book



*Gender, Branding, and The Modern Music Industry* provides a rare lens on the rigid packaging process that transforms female artists of various genres into female pop stars. The focus on the female pop star's body as her core asset has resigned many artists to being "short-term person brands," positioned to earn as much money as possible before burning out or aging ungracefully.

This book explores the sociological forces that drive female artists into patterned representations, the industry mechanisms that keep them there, and the ramifications on their career lifecycles. It also explores pop-star meanings and their impact on audiences and the greater social world.

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Publisher: Routledge

A credible, relevant, entertaining, interdisciplinary look into the gender discrimination behind the making of female pop stars as told by those who participate in the process.

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Gender, Branding, and the Modern Music Industry: The Social Construction of Female Popular Music Stars

# Academic Use

Many professors in the disciplines the book addresses face difficulties in teaching theory in a way that feels relevant to students. If theory doesn't feel intuitive to them or resonate with them, they don't integrate it as meaningful. For example, many young women feel that race is no longer an issue in our country because we have a black president. Many also feel that feminist thinking is passé and that in 2012 women are viewed and treated as full equals in U.S. society. This book demonstrates that this is not the case and offers a number of different ways of looking at gender equity using familiar but re-contextualized examples from pop stars in the modern music industry.

Many professors also have difficulty getting students, particularly undergraduate students, to do their class reading. This book is entertaining and focused on contemporary, familiar pop figures, which should encourage students to engage and learn.

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## Intended course use:

- **Sociology/Women's Studies**  
Sociology of Popular Culture; Women's Studies; Introduction to Sociology, Sociology of Popular Music; Interdisciplinary Perspectives in Gender and Sexuality
- **Communication**  
Mass Communication and Society; Race, Gender, Media; Media Sociology; Critical Issues in Mass Media or Mass Communication, Gender and the Media; Gender and Communication
- **Popular Culture**  
Introduction to Popular Culture; Women's Studies; Introduction to Sociology
- **Marketing**  
Entertainment Marketing, Strategic Brand Management, Gender Issues in IMC
- **Music Industry**  
Critical Issues in the Music Industry; Music Industry Dynamics; Branding for the Music Industry, Gender and Popular Music

# Academic Use

## Why should this book be integrated into a syllabus?

- It's interdisciplinary and integrated, drawing on sociological theory, mass communication theory, brand theory, feminist theory, and other traditions to provide different explanatory lenses on the production and maintenance of female pop star careers. It also provides an intuitive, contemporary way of explaining that gender discrimination is alive and well in popular culture but it is sometimes so normalized that we overlook it.
- The book provides a timely, relevant, and nuanced way of talking about gender and identity by using aspirational pop music stars to do so. While some of the sociological and communication theories presented in the book are decades old, the applications to the modern music industry are stunningly accurate and supported by interview data from current industry professionals. Students will recognize the pop stars and be able to talk about them from their own experiences, which will enhance classroom discussions.
- This book is easy to read, and it is based on interview data and theory. It surfaces critically important issues in an accessible way and then provides various frameworks for understanding them.

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# Reviews



“Mixing insightful marketing communication and astute cultural analysis, Kristin Lieb’s tracing out of the lifecycle of female artists within the contemporary music industry will be of much interest to fans and scholars alike. Using interviews with industry insiders, the book reveals the careful work and positioning that lies behind the creation of the public persona of the female musician—and how negotiating culturally dominant notions of sexuality is key to understanding who gets to have a marketplace presence, and thus, literally, a voice in our cultural lives. Theoretically sophisticated and readable, this is a fine work of synthesis and originality.”

**- Sut Jhally, Communication, University of Massachusetts and Executive Director of the Media Education Foundation**

“Back in the 1960s, earnest musicians used to refer to “selling out” as the process by which artists might achieve stardom if they turned over their creative autonomy to marketers, packagers, and powerful people in suits. This now seems charmingly quaint compared to the startling story Kristin Lieb tells about the manufacturing of female pop stars since the debut of MTV in 1981. Candid interviews with professional star-makers and a dazzling array of scholarly methodologies make this a revealing and highly disturbing look at an important chunk of the American culture industry.”

**-Robert J. Thompson, Popular Culture, Syracuse University and Director, Bleier Center for Television and Popular Culture**

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# Reviews



“Gender, Branding, and The Modern Music Industry is the first text to demonstrate the impact of branding and packaging on the career trajectories and possibilities for female pop artists. I can’t wait to bring Kristin Lieb’s industry experience, insider access, lucid analysis, and well-chosen examples into my classes on gender and popular music.”

**- Norma Coates Music and Information & Media Studies, University of Western Ontario**

“Kristin Lieb’s new book Gender, Branding, and the Modern Music Industry is a groundbreaking analysis of the music industry and the challenges female artists confront in developing career longevity. Lieb masterfully describes the inner workings of the modern music industry and expertly weaves together social science and business marketing, providing important information that will engross music fans, academics, and business marketers alike. Gender, Branding, and the Modern Music Industry is a ‘must-read’ for anybody interested in the entertainment industry. ”

**- John A. Davis, Marketing, University of Oregon**

“Gender, Branding, and the Modern Music Industry offers timely, relevant means for students to engage with issues of gender, sexualization, exploitation and more. Lieb successfully juxtaposes lyrics and imagery with theoretical concepts from branding, mass communications, and sociology, all while tracing the lifecycle of female pop stars. Replete with good girls, temptresses, and whores, this book will resonate with students.”

**- Carol M. Liebler, Communication, Syracuse University**

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# Speaking

## Topics:

- Media representations of gender
- Cultural branding
- Entertainment marketing
- Person brands
- Popular culture
- Celebrity culture
- Music industry dynamics

## Audiences include:

- Educators and students
- Music industry professionals
- Marketing professionals
- Fans of female popular music stars
- Parents encouraging media literacy in their sons and daughters

## For booking inquiries:

- [Kristin\\_Lieb@Emerson.edu](mailto:Kristin_Lieb@Emerson.edu)



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# Biography

**Dr. Kristin J. Lieb** is an Assistant Professor in the Marketing Communication Program at Emerson College. Her research interests include entertainment marketing, brand management, and supply chain management. In 2013, she released her first book, *Gender, Branding, and The Modern Music Industry: The Social Construction of Female Popular Music Stars*, published by Routledge.

Before coming to Emerson, Dr. Lieb held numerous executive-level marketing and business development positions in the music industry, including posts with Digital Music on Demand, Atomic Pop, and Newbury Comics Interactive. In these capacities, Lieb developed and managed strategic marketing and promotional deals with such companies as: Amazon.com, Atom Films, iFilm, Gamespy Industries, Geffen Records, Capitol Records, Dreamworks Records, Interscope Records, and such artists as: Public Enemy, Ice-T, Garbage, Marilyn Manson, and Ani DiFranco.

Lieb has also written professionally for publications such as *Billboard*, the music industry's leading trade publication, *Rolling Stone*, a leading consumer magazine, and as a research associate and case writer at Harvard Business School, where she published case studies across several business disciplines.



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# Additional Resources

## Book Trailer Video



@KristinJLieb

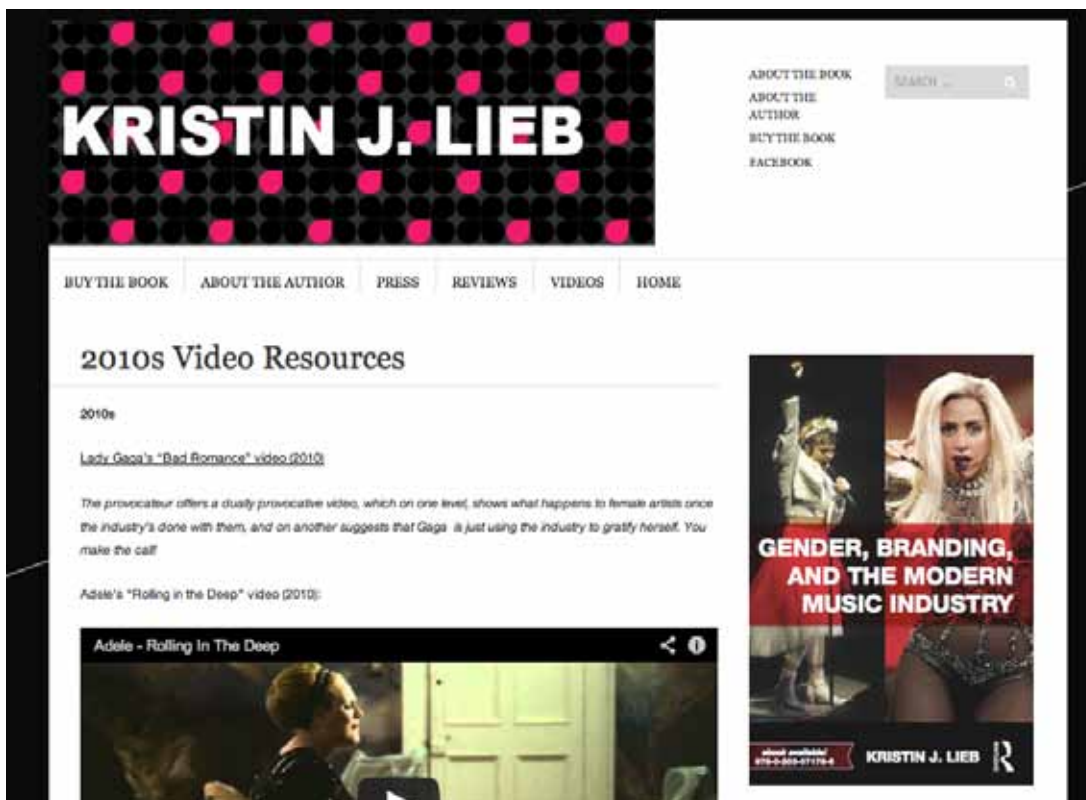


Facebook.com/KristinJLieb



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## Additional resources available at KristinLieb.com



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