



# MUSIC MARKETING FOR THE X, Y & Z GENERATION

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## **MUSIC MARKETING FOR THE X, Y & Z GENERATION B. Brown**

When you start thinking about how you are going to reach the young people that would like your music, you are probably thinking about High School and College Students. These current young people are between the ages of 14 - 22, and they are commonly referred to as Generation X, Y & Z. They must be reached by digital means, and this E-Book addresses that specific point!

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