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A REAL OPTIONS BASED VALUATION OF THE MUSIC STREAMING SERVICE SPOTIFY



AV Akademikerverlag. Taschenbuch. Condition: Neu. Neuware - This book analyses Spotify, the current market leader of music streaming services. It provides a mathematical model which calculates future pay-outs of artists and the equivalent number of album sales needed to be indifferent between streaming and selling CDs. It shows that a musician's net income from Spotify could increase up to five times on average which rises the equivalent number of sold albums, necessary to offset these opportunity costs. Spotify's real options...

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- Authored by Niklas Berger
- Released at -



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This is the finest book i have got study right up until now. I am quite late in start reading this one, but better then never. Once you begin to read the book, it is extremely difficult to leave it before concluding.

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