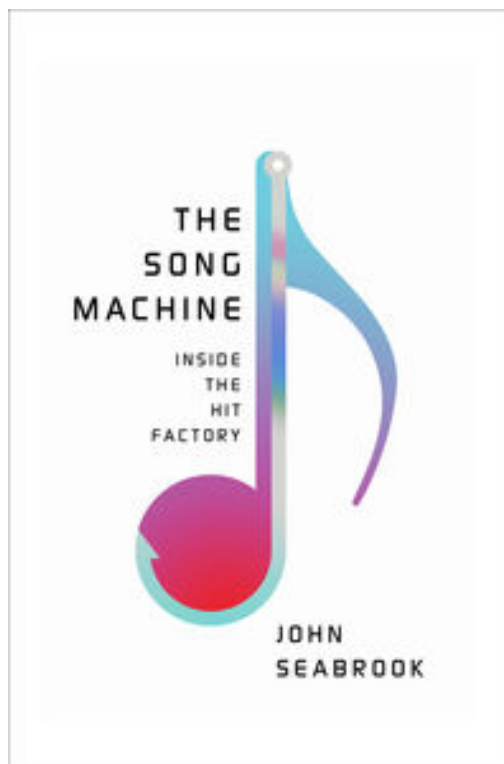


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There's a reason today's ubiquitous pop hits are so hard to ignore—they're designed that way. *The Song Machine* goes behind the scenes to offer an insider's look at the global hit factories manufacturing the songs that have everyone hooked. Full of vivid, unexpected characters—alongside industry heavy-hitters like Katy Perry, Rihanna, Max Martin, and Ester Dean—this fascinating journey into the strange world of pop music reveals how a new approach to crafting smash hits is transforming marketing, technology, and even listeners' brains. You'll never think about music the same way again.

A Wall Street Journal Best Business Book

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