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With humor and an insider's knowledge, this overview of the art, science, and business of audio production examines the new multimedia approach to sound design. Concentrating on the roles of composers, producers, and sound engineers in film and television, the discussion outlines the general concepts behind sound transmission, with particular emphasis on the emerging technologies that have revolutionized the entertainment industry\_and the expectations of the media consumer\_including data compression, digital media production, software-assisted composition, surround sound, and the Internet.