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Pearl James dispute with the ticket master

Introduction

The Pearl Jam conflict with Ticketmaster is a good example of a musical group taking on the monopoly of a colossal corporation in the selling of ticket. This case raises points of ethics, business and organizational conduct, and the challenges that professionals face in their daily duties to control the public relations of an entertainment business.

Background

This was disciples of grunge rock, one of the most influential bands of the mid-1990s Pearl Jam accusing Ticketmaster of monopolistic conduct. They advanced the argument that Ticketmaster's service fees were inflated, it creates hardship both to fans and to the artists. In an effort to work around Ticketmaster in order to stage an inexpensive tour, Pearl Jam encountered problems due to Ticketmaster almost monopolistic control of concerts arrangements.

Industry Reform

The artists and the fans will eagerly engage themselves to demand more stringent measures so that monopolization of control cannot happen.

Conclusion

Pearl Jams ongoing battle against Ticketmaster still provides a good example of fighting unethical business practices. Although the band encountered problems, their actions set the tone for important discussions in terms of equity in the music industry. This case provides an insight of how innovation and advocacy play critical role in combating monopolistic tendencies.

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