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*Economic Impact of Women in Entertainment: A Case Study on Taylor Swift and Barbie*

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*Research on Music Album Sales and Commercial Economic Value: Taking Taylor Swift as Evidence*

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*The Staggering Economic Impact of Taylor Swift's Eras Tour*

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*Gabe, Todd, and Nicholas Lisac. "Local Economic Impacts of Popular Music Concerts." (2013).*

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*The Federal Reserve says Taylor Swift's Eras Tour boosted the economy. One market research firm estimates she could add \$5 billion*

