Music Business For Dummies

Thoroughly updated and expanded, this classic handbook teaches emerging artists all the strategies they need to know for selling artwork on their own or through dealers. The book's new sections target today's vital issues: creating a website; obtaining copyright/trademark protection on the Internet; coping with censorship of controversial art; and dealing with the new realities of funding sources. Additional chapters tell how to find galleries, arrange exhibitions, apply for grants, land survival jobs doing custom decorative art or teaching, and other relevant topics.

Music Business Handbook and Career Guide

No one understands the music industry—from the technology, to the legalities, to the new industry practices—better than veteran music lawyer Donald Passman. In this completely revised and updated seventh edition of All You Need To Know About The Music Business, which the Los Angeles Times called “the industry bible” and which has sold hundreds of thousands of copies, Passman offers executives and artists, experts and novices alike the essential information they need not only to survive in these volatile and exciting times, but also to thrive. Drawing on his unique, up-to-the-minute experience as one of the most trusted advisors in the business, Passman offers advice concerning: - The Copyright Royalty Board’s latest decisions regarding online
transmissions. - The developing new customs concerning new technologies such as streaming on demand, ringtones, and digital downloads. Passman also gives guidance on other fundamental issues such as how to: - Select and hire a winning team of advisors—personal and business managers, agents, and attorneys—and structure their commissions, percentages, and fees in a way that will protect you and maximize these relationships. - Master the big picture and the finer points of record deals. - Navigate the ins and outs of songwriting, music publishing, and copyright law. - Maximize concert touring and merchandising deals. Almost everyone in the music business, from musicians and songwriters to entertainment lawyers and record company executives, are scrambling to sort out what is going to happen next, and Passman is right in the thick of these changes. Here is a book for anyone interested in a music career: a comprehensive and crucial guide to making it in one of the world’s most dynamic industries.

Managing Your Band - Sixth Edition

The Routledge Companion to Arts Management contains perspectives from international scholars, educators, consultants, and practitioners sharing opinions, exploring important questions, and raising concerns about the field. The book will stimulate conversations, foster curiosity, and open pathways to different cultural, philosophical, ideological, political, national, and generational insights. Four broad thematic areas are used to organize current topics in the field of arts and culture management. Part I introduces a mixture of perspectives about the history and evolution of the practice and study of arts management, the role of arts managers, and how arts management is being impacted by the digital age. Part II focuses on the dynamics of entrepreneurship, change processes, and leadership practices. Part III includes globally focused topics on cultural policy, cultural rights, and community building. Part IV examines a sampling of topics related to functional activities that are common to arts and culture organizations around the world such as marketing, planning, increasing diversity, hiring, fundraising, and sustainability. This book builds a comprehensive understanding of what arts management can mean in an international context creating an essential resource for students, scholars and reflective practitioners involved at the intersection of business and the arts.

How To Make It in the New Music Business: Practical Tips on Building a Loyal Following and Making a Living as a Musician (Second Edition)

Artists are creative workers who drive growth in the creative and cultural industries. Managing artistic talent is a unique challenge, and this concise book introduces and analyses its key characteristics. Artist Management: Agility in the Creative and Cultural Industries makes a major contribution to our understanding of the creative and cultural industries, of artistic and managerial creativities, and of social and cultural change in this sector. The book undertakes an extensive exploration of the increasingly pivotal role of artist managers in the creative and cultural industries and argues that agile management strategies are useful in this context. This
book provides a comprehensive and accessible account of the artist–artist manager relationship in the twenty-first century. Drawing from research interviews conducted with artist managers and self-managed artists in five cities (New York, London, Toronto, Sydney and Melbourne), this book makes an original contribution to knowledge. Nation-specific case studies are highlighted as a means of illuminating various thematic concerns. This unique book is a major piece of research and a valuable study aid for both undergraduate and postgraduate students of subjects including arts management, creative and cultural industries studies, arts entrepreneurship, business and management studies and media and communications.

The Artist's Guide to Success in the Music Business

Record Label Marketing, Third Edition is the essential resource to help you understand how recorded music is professionally marketed. Fully updated to reflect current trends in the industry, this edition is designed to benefit marketing professionals, music business students, and independent artists alike. As with previous editions, the third edition is accessible for readers new to marketing or to the music business. The book addresses classic marketing concepts while providing examples that are grounded in industry practice. Armed with this book, you’ll master the jargon, concepts, and language to understand how music companies brand and market artists in the digital era. Features new to this edition include: Social media strategies including step-by-step tactics used by major and independent labels are presented in a new section contributed by Ariel Hyatt, owner of CYBER PR. A n in-depth look at SoundScan and other big data matrices used as tools by all entities in the music business. A n exploration of the varieties of branding with particular attention paid to the impact of branding to the artist and the music business in a new chapter contributed by Tammy Donham, former Vice President of the Country Music Association. The robust companion website, focalpress.com/cw/macy, features weblinks, exercises, and suggestions for further reading. Instructor resources include PowerPoint lecture outlines, a test bank, and suggested lesson plans.

All You Need to Know About the Music Business, Seventh Edition

Completely revised and updated, this new edition of the standard music industry textbook includes everything that you need to know as a music manager in the today’s fast-changing musical environment. With a special focus on the implications of the digital age for the music professional, this is the essential handbook for anyone involved in the music business!

This Business of Artist Management

Updated for the 2020's The Author began his career as a Recording Artist, but has spent the last 35 years Guiding Music Business Careers, providing Music Business Education & Career Guidance Services for both Creative and
Business individuals and companies, including handling their Entertainment Industry Contract needs. The Author also developed and taught the Artist Management, Music Publishing & Entertainment Law Courses for the Art Institute of Philadelphia for 8 years. This Complete Course shows you how to become a Successful Singer/Performer, Musician, Band, Group, and/or Manager. Step by Step, in Simple, Easy-to-understand "People Talk." This Book includes a Contract Between Artist & Manager - and How to Negotiate It. If you wish to become a Successful Singer or Member of a Successful Group or Band, you should know as much as you can about "The Music Biz." You should know how it operates and the correct steps to take, in the right order, to achieve Success - including, choosing the right Manager to help "guide you." Likewise, if you wish to become a Successful Manager, you must choose the right Artist to Manage, and know what you must do to help Your Artist move up the "Road to Success." This Business is large and sophisticated and requires a solid TEAM. Every successful Artist has a Great Manager - and every successful Manager has a Talented Artist. Simply put, the left hand must know what the right hand is doing (or should be doing) or you as an Artist/Band or Manager are heading for a very short career! Each must know and understand the Music Business plus everything they can about the other, if they wish to become successful. Upon completion of this course, 1. As an Artist, you will know if, when and why you need a Personal Manager, how to choose one, and what they can and cannot do for you. 2. As an Artist or a Manager, you will be able to read, understand and negotiate the main points of an Artist/Management Contractual Agreement. 3. As a Manager, you will know what to look for in a Performing Artist and be able to decide whether or not to Manage them. 4. As a Manager or Artist, you will be able to choose the right Musicians and Singers to work with and the proper way to prepare for performances, including choosing the proper recording material, and creating and refining the Artist's "image." 5. You will be able to promote the Artist for performances, and be able to get "gigs." 6. You will be able to choose the correct Production or Record Company, and be able to properly promote the Artist to them. 7. You will be able to understand and negotiate the important points of an Artist/Record Company and Artist/Production Company Contractual Agreements. 8. Much, much more. Allow Mr. Spangenberg to show you, How to Get in, Survive, and Succeed in the Music Business - Without Getting Ripped Off! David J. Spangenberg (Professor Pooch) Music Business Career Guidance Educator/Author, Consultant, Mediator Entertainment Contract Specialist.

Managing Your Band

This Business of Artist Management

Presents advice for building a sustainable career in the music business, covering such topics as booking a performance, touring with a band, recording in the studio, promotion, and brand marketing.

Artist Development & Management
Why managing Rap artists is a unique undertaking and what you need to succeed. Learn the right attitude to have when dealing with labels, the media, and the industry as a whole. Includes a bonus chapter by Chuck D, entitled “25 Ways To Get A Record Deal.” Here’s how Chuck D describes it: Walt F. J. Goodridge, in his books Change The Game, and This Game of Artist Management names all the areas that need to be covered in the music business. He not only names all 25 areas, but he also tells you what keeps you in business if you’re in one of those areas. If you don’t build anything, then you have nothing. If you don’t build anything, you always have to be a part of somebody else’s s-t. To be a part of white people’s structures is whack especially when it comes to Rap, because they’re not fully down with it? -Chuck D. Public Enemy, RapStation.com [excerpt from Fight The Power]

Get More Fans: The DIY Guide to the New Music Business

Hailed as an “indispensable” guide (Forbes), How to Make It in the New Music Business returns in this extensively revised and expanded edition. When How to Make It in the New Music Business hit shelves in 2016, it instantly became the go-to resource for musicians eager to make a living in a turbulent industry. Widely adopted by music schools everywhere and considered “the best how-to book of its kind” (Music Connection), it inspired thousands to stop waiting around for that “big break.” Now trusted as the leading expert for “do it yourself” artists, Ari Herstand returns with this second edition, maintaining that a stable career can be built by taking advantage of the many tools at our fingertips: conquering social media, mastering the art of merchandising, embracing authentic fan connection, and simply learning how to persevere. Comprehensively updated to include the latest online trends and developments, it offers inspiring success stories across media such as Spotify and Instagram. The result is a must-have for anyone hoping to navigate the increasingly complex yet advantageous landscape that is the modern music industry.

Early Life History and Recruitment in Fish Populations

Many of the processes influencing recruitment to an adult fish population or entry into a fishery occur very early in life. The variations in life histories and behaviours of young fish and the selective processes operating on this variation ultimately determine the identities and abundance of survivors. This important volume brings together contributions from many of the world’s leading researchers from the field of fish ecology. The book focuses on three major themes of pressing importance in the analysis of the role that the early life history of fishes plays in the number and quality of recruits: the selective processes at play in their early life history; the contributions of early life history to the understanding of recruitment.

The Future of the Music Business

Establishing the artist-manager relationship -- Planning the artist's career -- Making the career plan work --
Career maintenance and control.

Designing the Music Business

This research-based book outlines career models for artists, methods of creative engagement, artistic options including individuality and branding, production practices, the realities of being a musician in the new industries, and implications for popular music education. Due to the profound effects of the digitisation of music, the music industries have undergone rapid transformation. The former record label dominated industry has been supplanted by new industries, including digital aggregators, strategists and online platforms. These new music industries now facilitate ‘direct’ access to both artists and their music. While such accessibility and the potential for artist exposure have never been greater, the challenge to stand out or to even navigate a musical career pathway is formidable. A useful resource for musicians and educators, this text highlights the ways in which the new music industries facilitate increased opportunities for 21st Century popular musicians to collaborate, communicate and interact with others interested in their music.

Successful Artist Management

Find out all you need to know to get started, get noticed, and get signed in the music business from the advice of over 30 music industry experts spanning from radio promoters to A&R reps to tour managers. Artists & Managers, are you Wish to get your music heard by booking agents, record labels, music supervisors, and radio programmers but have no idea how? Wondering what the heck it is that they look for in the artists they sign and/or work with? Tired of feeling like everyone in the music business is ignoring you? Not sure how to contact music business people? Worried that you'll make a bad first impression? Stressed out over trying to book shows with no clue how to negotiate fees? Sick of music business people telling you to do the work on your own first, without giving advice on HOW? Feel like you're not learning fast enough about the music business in general? Get overwhelmed at the thought of releasing your album because you have no idea how? Wow, talk about someone doing all the work for you! Jamie has done some amazing research of all facets of the music industry. Radio is only part of the equation and I was grateful to read about some areas of the music business I was unfamiliar with! - Peter Michael, On-Air Talent and Program Director, 106.7 The Drive This book is a thorough look at the players involved in todays music industry and offers managers and self-managed artists the information they will need to establish and expand their career. A must for anyone looking to build a career in the music industry! - Tim Des Islets, Noisemaker Management Jamie has spent the past 5 years of her career working in the artist management world through managing artists, working with music associations, and working with artist managers of Juno and Grammy Award winning artists. She has independently co-managed internationally touring artists as well as launched a Canadian female pop artist into national success resulting in a Gold single and radio chart-topping single in Canada. Who are the music business expert contributors? Adam Kreeft, United Talent Agency Adam
Oppenheim, Stampede Entertainment Alexa Shoenfeld, Live Nation Entertainment Chris M McCrone, Partner Craig Laskey, The Horseshoe Tavern Denny Carr, Open Road Recordings Dondrea Erauw, Instinct Entertainment Geoff Clodd, Editor Graham Tait, 93 The Peak Grant Paley, Paquin Artists Agency Janet Trecarten, 101 The Farm Jason Manning, Z95 Jesse Mitchell, Kim Mitchell Tour Manager Jodi Ferneyhough, CCS Rights Management Joel Baskin, The Feldman Agency Mallory Boutilier, Editor Michael Donley, Streaming Caf Mike Campbell, The Carlton Mike Rice, RPM Promotion Paul Hinrichs, Spirit Bar Paul Parhar, Flow 93.5 Peter Michael, 106 The Drive Rob Murray, Warner Music Canada Sam Pickard, Strut Entertainment Sari Delmar, AB Co. Stephanie Mudgett, Editor Steve, The Railway Club Tim Des Islet, Noisemaker Management Troy Arseneault, Talent Buyer Along with a handful of contributors who chose to remain nameless from additional booking agencies, Universal, Sony, radio stations, and venues. Thanks to the help of the above music business experts this book will show you how to: **Develop your craft into a commercially viable business** **Start earning money from your music** **Get signed by a booking agent** **Get a record label deal** **Get your music placed in television and film** **Get your music on the radio** **Book on profitable tours** And MUCH, much more smartbandmanagement.com

The Routledge Companion to Arts Management

This authoritative reference on artist management in the music industry is the standard for all phases of managing a musician’s career from both the artist’s and manager’s point of view. This substantially updated edition covers the major changes that have transformed the business world and music industry over the past six years. Particular emphasis is given to the impact of the Internet, including the MP3 controversy and its lingering ramifications, copyright licensing on the Web, navigating trade identity issues on the Net, domain names, and the high-tech fight against cyberpiracy. Included are real-world examples as well as new interviews with top booking agents, personal managers, concert promoters, record company executives, road managers, and artists. • For aspiring and professional managers in the music/entertainment field as well as musicians, music publishers, and record company personnel • Winner of the prestigious ASCAP Deems Taylor Award for excellence in music publishing • This replaces 0-8230-7705-5, which sold more than 25,000 copies

Music Management for the Indie Artist

The authoritative, standard reference on artist management in the music industry expands its insights even further in this updated edition, formerly titled Successful Artist Management. Earning accolades for years, including ASCAP’s prestigious Deems Taylor Award for books on the industry, this vital reference keeps pace in its third edition with the demands of the ever-changing musical entertainment field. Emphasizing that, despite the glamour of the industry, artist management is still subject to the solid rules that govern all good business practice, the authors include interviews with top record executives; coverage of new forms of business, such as the limited-liability company; and updates on the legal framework of the music industry. Professional and
aspiring managers and career-minded performers will find guidance on topics like: -- establishing the artist-manager relationship and contract -- setting up the artist's career plan and image formation -- choosing attorneys, accountants, and business advisors -- forming development teams for various performance media -- handling success, money management, and moving toward stardom.

**The Essence of the Music Business**

Law, taxes, and finances.

**This Business of Concert Promotion and Touring**

"Understanding International Art Markets and Management focuses on the visual art market--sculpture, paintings, drawings, prints--and examines the major transitions that have affected this market." -- t.p. verso.

**This Business of Music**

Shane Simpson's Music Business is the seminal text for anyone studying the music industry in Australia and New Zealand. This Business Educational Supplement is a curriculum based supplement to Simpson's Music Business Book. This book is also a great starting point for the artist or aspiring band manager just starting out. It enables them to take a hands on approach to this vital aspect of the business. It is also a vital tool for the self-managed artist or managers looking to get their artists noticed.

**Managing Artists in Pop Music**

An updated guide to becoming a music mogul explores alternative markets for all musical genres, utilizing the power of the Internet and offering suggestions for marketing overseas.

**Managing Your Band**

This guide is designed for musicians and music professionals who wish to hone their knowledge of the music business. It is intended as a practical tool to help composers, performers and all those involved in the music world get into the specifics of the management of their intellectual property rights. The guide aims to provide instructive advice on how to build a successful career in music in both developed and developing countries, by generating income from musical talent.

**This Game Of Hip Hop Artist Management**
Read Free This Business Of Artist Management

(Book). One of the most comprehensive books available covering publicity, touring, contracts, branding, marketing, trademarks, merchandising and record companies, this latest edition includes new business models for succeeding in the virtual world, and new contracts for personal management and artists releasing their own digital product. Also features an expanded chapter on business management, new artist-manager court cases, and updated industry website listings.

This Business of Music

Anyone managing an artist's career needs to be well versed and have a savvy understanding of the moving parts of the music business. Learn how and why those moving parts "move," as well as how to manage and navigate a music-based career. Artist Management for the Music Business gives a comprehensive view of how to generate income through music and how to strategically plan for future growth. The book is full of valuable practical insights. It includes interviews and case studies with examples of real-world management issues and outcomes. Updates to this new edition include the importance of online streaming to music careers, how anyone can effectively network, tools for successful negotiation, ways to identify and manage income sources, and guidance on the ever-changing social media landscape of the music business. This book gives access to resources about artist management and the music business at its companion website, http://www.artistmanagementonline.com. There is no login, and the resources are updated regularly.

Artist Management for the Music Business, 4th Edition

Offering parallel viewpoints of the manager and the entertainer, all aspects of career planning and development are examined from establishing the artist-manager relationship to coping with fame.

How to Make a Living from Music

Artist Management for the Music Business provides clear in depth information on what to do as an artist manager and how to do it. The book looks at the application of classic management theory to artist management, includes profiles of successful artist managers as well as offering skill development for planning, coaching, and leading.

Record Label Marketing

The only book that looks at the business of concert promotion. Concerts are part art, part party — and a big part business. This Business of Concert Promotion and Touring is the first to focus on that all-important business aspect, from creating a show, to selling a show, to organizing the show, to staging the show. Working with venues, personnel, booking, promoting, marketing, publicity, public relations, financial management, and much
more are covered in this indispensable one-volume resource. And the ideas and techniques explained here can be used for every type of concert promotion, including college shows, artist showcases, club gigs, as well as major events handled by local promoters, nationwide promoters, and worldwide promoters. Concert promoters and tour managers at every level need to know This Business of Concert Promotion and Touring

**Artist Management**

"Learn to: navigate the music business to pursue a successful and sustainable career; follow a plan that builds your success, one step at a time; create a brand that stands out to fans and industry professionals; understand music publishing, contracts, copyrights, and licensing"--Cover.

**Artist Management for the Music Business**

This classic of music business books has received a second edition. The fully revised piece delves even deeper into the most important insight of modern music management - the endearing inter-dependence between the artist and the manager. In accepting this, it is possible to achieve strategically sustainable results - also in terms of music. The music industry is an artist-centered business environment. Many operations are the result of an artist’s management or the artist themselves managing initiatives or reactions. This book deals with the environment and practices affecting it. Where the first volume of this book series dealt with agreements, this second part represents the realities and themes generally perceived to be worth pursuing. The first volume intended to understand agreements, whereas in this book we try to understand the artist. Knowledge of the music industry is central. Reciprocity and understanding the needs of others is a cornerstone to successful operations. When the artist’s management and other background forces are able to imagine themselves in the artist’s position, it is easier to relate their own activities towards achieving common goals. On the other hand, when an artist understands their affiliates’ and their needs, it is easier for them to accept the measures they have to take. The author of this book has had an over two-decade career as an international artist manager and legal advisor. His first book was considered widely throughout the world. This second volume deals with the same topic from another perspective. Although it is specially targeted for artists and managers, it is also suitable for general information needs. The book is well suited also for educational use.

**Successful Artist Management**

A re you struggling to get your music heard? Have you ever felt lost or directionless on how to manage your career? Inside "Music Management for the Indie Artist", you'll discover: How to gain a crystal-clear vision of your future in music. The single most important thing you can do to start getting calls from music managers. Why you need a business and marketing plan and how to write it. How to protect yourself from falling victim to
unscrupulous managers. What music management is all about and why it pays to self-manage your career. Whether you just released your first song or are a seasoned musician ready to take your music career to the next level, this book is for you. You should already know how to manage your music career before you decide to get a manager. Because only then will you be perceived as desirable to work with. But the sad thing is most artists have no clue when it comes to the most important aspects of managing a music career. Many artists think they just have to get their music heard to be successful. Believe it or not, that's really just the tip of the iceberg. If you believe you can carve out a successful music career all on your own - without any help, you are basically committing career suicide. You need to find others who have made it and follow in their footsteps. But if you don't know how to get (and deal) with a manager, you might find yourself getting ripped off. Simply put Most indie artists don't have a real strategy for building a successful music career. Many struggle for years going nowhere, achieving nothing and end up returning to (or staying stuck at) an unfulfilling day job barely earning enough money to support themselves and their family living a life of quiet desperation with their hopes and dreams crushed. It's a terrible thing to see! But we've got good news for you: You do not have to end up like most struggling artists because for the first time ever, we've together the ultimate roadmap to help you take control of your own music career. And guess what? It's going to help you look INFINITELY more attractive to any potential manager. This is a complete, step-by-step 228 page blueprint which contains a "treasure trove" of the best kept marketing & business secrets for indie musicians, artists and bands who want to start managing their music career like a pro, become a music phenomenon and attract a top music manager.

Artist and Band Management

Music Pro Guide Books & DVDs). New technologies are revolutionizing the music business. While these changes may be smashing traditional business models and creating havoc among the major record companies, they are also providing new opportunities for unsigned artists, independent labels, and music business entrepreneurs. The Future of the Music Business provides a legal and business road map for success in today's music business by setting forth a comprehensive summary of the rules pertaining to the traditional music business, including music licensing, as well as the laws governing online distribution of music and video. The book also provides practical tips for: Selling music online; Using blogs and social networks; Developing an online record company; Creating an Internet radio station; Opening an online music store; Raising money for recording projects online; Creating a hit song in the Digital Age; Taking advantage of wireless technologies, and much more. This revised third edition is the most up-to-date and thorough examination of current trends, and offers special sections on: What to do if someone steals your song; Protecting the name of your band or label; How to find and get a music lawyer to shop your music; How to land a deal with an indie, or a major label. The video includes a comprehensive lecture, "How to Succeed in Today's Music Business," delivered by the author at the Tisch School of the Arts at NYU.

The New Music Industries
Read Free This Business Of Artist Management

How Do I Promote My Music On A Small Budget? How Do I Get My YouTube Videos to Spread? How Do I Turn Casual Fans Into One’s Who Buy From Me? How Do I Get Written About On Blogs? How Do I Increase Turnout At Shows? How Do I Make Fans Using Facebook, Twitter, Tumblr And SoundCloud? With every day that passes, the power the major labels once had dies a little more. The chance to get the same exposure as your favorite musicians gets easier and easier. The hurdles that would only allow you to get popular, if the right people said your music was good enough, are gone. You can now get exposed to thousands of potential fans without investing 1% of what musicians used to by building a fanbase based on listeners love for your music. No more writing letters hoping that A&R writes you back. This book explains how you do it. While many books will tell you obvious information, legal mumbo-jumbo and marketing catchphrases that don’t help you get more fans. Our experience working with real bands - from upstarts like Man Overboard and Transit to legends like The Cure, The Misfits and Animal Collective, has led us to understand the insider tricks and ideas that go into some of the most important groups of our time. We produce records, do licensing deals, negotiate record contracts and get the musicians we work with written about on websites like Pitchfork and Vice. We have worked with bands who started off as nothing and became something. Unlike any other book written on the subject we have compiled the knowledge no one else has been willing to print in fear of obsoleting their own career. We give you thousands of ideas on how to get people to hear your music and turn them into fans who pay to support your music. Whether you are a label owner, musician, manager, booking agent or publicist there is information in this book that will help you do what you do better. Enjoy! For more information see GetMoreFansBook.com

Start and Run Your Own Record Label

The art world is tough, the rules are a mystery, and only the lucky few make money’ - so how can galleries succeed? What makes a commercial art gallery successful? How do galleries get their marketing right? Which potential customer group is the most attractive? How best should galleries approach new markets while still serving their existing audiences? Based on the results of an anonymous survey sent to 8,000 art dealers in the US, UK, and Germany, Magnus Resch’s insightful examination of the business of selling art is a compelling read that is both aspirational and practical in its approach.

The Music Business for Artist Managers & Self-managed Artists

This powerhouse best-selling text remains the most comprehensive, up-to-date guide to the music industry. The breadth of coverage that Music Business Handbook and Career Guide, Eleventh Edition offers surpasses any other resource available. Readers new to the music business and seasoned professionals alike will find David Baskerville and Tim Baskerville’s handbook an indispensable resource, regardless of their specialty within the music field. This text is ideal for introductory courses such as Introduction to the Music Business, Music and Media, and Music Business Foundations as well as more specialized courses such as the record industry, music
careers, artist management, and more. The fully updated Eleventh Edition includes coverage of key topics such as copyright, licensing, songwriting, concert venues, and the entrepreneurial musician. Uniquely, it provides career-planning insights on dozens of job categories in the diverse music industry.

Management of Art Galleries

Making it in music has never been easy, but today it's harder than ever before. The digital age has dawned and, with it, the music biz has wholly merged with the entertainment industry. Up-and-comers are immediately faced with a dire choice: alter your art to appease the powers that be or learn to navigate the notoriously grimy underside of the most glamorous profession in the world. Whether you're a self-reliant DIY musician or an aspiring personal manager, Stephen Marcone and David Philp's Managing Your Band Artist Management: The Ultimate Responsibility can help you keep your shirt and maybe just maybe make a buck, all for less than the price of a decent dinner. Now in its sixth edition, Managing Your Band has long since been the standard bearer for aspirants and hardened vets alike. From dive bars to festivals, from branding and merchandising to marketing and publicity, from publishing and licensing to rights and contracts, Marcone and Philp leave no stone unturned in this comprehensive guide to artist management. A lofty claim, eh? No need to take our word for it luminaries in every corner of the industry are willing to testify. To put it mildly, the book has a reputation with record labels. John Butler, Vice President of Promotion at Curb, believes that "Marcone and Philp take on our ever-changing business with a fresh and complete approach. The breadth of information here is as important to veterans as it is to the new entrepreneurs that will power the current and next versions of the music industry." Paul Sinclair, the EVP of Digital Strategy & Innovation at Atlantic, attests that "the 6th edition of Managing Your Band provides an excellent blueprint to follow paths of flexibility and specificity toward a successful career in music. In this book, you find the framework. Implement it well and you have a better shot of finding success with your musical art." Joe Riccitelli, the EVP/GM of RCA, considers the book "a must for new and established managers who may need a brush-up on topics they have forgotten," as "Stephen's & David's vast experience pays off in the 6th edition." Hell, this is "the only book" music mogul Harvey Leeds "took to Israel to teach the Israelis about the international music and entertainment business!" In the end, we think Doc McGhee, the man who whisked Bon Jovi and Motley Crue to superstardom, says it best: "I wish I had something like this when I was starting out!"

What more can we say? Pick up the latest edition of Managing Your Band and chase that wild dream!

This Business of Artist Management

According to Dr. Stephen Marcone, personal management is still the weakest link in a music business that operates by fragmenting its product. This comprehensive new edition: includes an updated recording agreement with current industry language and a sample merchandising agreement; takes into account the many changes in concert promotion; and features descriptions of new legal battles. Use this book as a helpful reference for: touring, publicity,
contracts, marketing, trademarks, copyrighting, enhancing creativity and much more. "Straight-forward and up-to-date, this is an easy-to-understand and all-encompassing primer for aspiring bands and managers." - Walter O'Brien, Owner, Concrete Management, Inc. (manager of Pantera and others) Dr. Stephen Marcone is Director of Music Graduate Studies and Professor of Music at William Paterson University in Wayne, New Jersey.

The Music Management Bible

Understanding International Art Markets and Management

A complete and up-to-date guide to the music industry covers such topics as record industry trends, copyright law, sources of publishing income, buying and selling of catalogues, agents and managers, and music videos.

Artist Management for the Music Business 2e

Allen prepares you for the realities of successfully directing the careers of talented performers in the high-risk, high-reward music business. You will learn to prepare yourself for a career in artist management - and then learn the tools to coach, lead, organize time, manage finances, market an artist, and carve out a successful career path for both yourself and your clients. The book features profiles of artist managers, an exclusive and detailed template for an artist career plan, and samples of major contract sections for artist management and record deals. Updated information including a directory of artist management companies is available at the book's companion website. A peer reviewer for Artist Management for the Music Business proclaimed "this is going to be an excellent text. It contains many unique insights and lots of valuable information. This is essential reading for managers, students, and artists in the music business.

The Business of Being an Artist

This book addresses the neglect of visual creativities and content, and how these are commercialised in the music industries. While musical and visual creativities drive growth, there is a lack of literature relating to the visual side of the music business, which is significant given that the production of meaning and value within this business occurs across a number of textual sites. Popular music is a multimedia, discursive, fluid, and expansive cultural form that, in addition to the music itself, includes album covers; gig and tour posters; music videos; set, stage, and lighting designs; live concert footage; websites; virtual reality/augmented reality technologies; merchandise designs; and other forms of visual content. As a result, it has become impossible to understand the meaning and value of music without considering its relation to these visual components and to the interrelationships between them. Using design culture theory, participant observation, interviews, case studies,