

Start Your Music Business How To Earn Royalties Own Your Music Sample Music Protect Your Name Structure Your Music Business Music Law Series Book 1

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 lawyers, 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.

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.

Interested in profit and selling music online, got the website but not sure what to do next? Is Web Marketing for the Music Business designed to help develop the essential internet presence they want and need. Looking at how the web has developed, providing instructions on how to set up a web site as well as how to use the Internet to promote the artist and the web site. The book includes information on maximizing web sites to increase traffic, online grassroots marketing tactics that will advance an artists career and social networking sites such as MySpace. There is also a dedicated website with online resources for web support to give the information needed to confidently market music online.

No matter how busy you are, find quiet reflective moments in your life--and reduce your stress levels drastically--with this classic bestselling guide from a mindfulness expert. When Wherever You Go, There You Are was first published in 1994, no one could have predicted that the book would launch itself onto bestseller lists nationwide and sell over 750,000 copies to date. Ten years later, the book continues to travel levels in honor of the book's 10th anniversary, Hyperion is proud to be releasing the book with a new afterword by the author, and to share this wonderful book with an even larger audience.

Inside the Music Business: Music Business and Peacebuilding
Music Business Made Simple: A Guide To Becoming A Recording Artist
How to Win Big in the Music Business
How to Make It in the New Music Business
The Label Machine: How to Start, Run and Grow Your Own Independent Music Label
The Live Music Business: Management and Production of Concerts and Festivals, Third Edition, shines a light on the enigmatic live music business, offering a wealth of inside advice and trade secrets to artists and bands looking to make a living in the industry. Previously published as The Tour Book, this new edition has been extensively revised, reorganized, and updated to reflect today's music industry. This practical guidebook examines the roles of the key players--from booking agents to concert promoters, artist managers to talent buyers--and the deals, conventions, and processes that drive this global business. Written by a touring professional with over 25 years of experience, this book elucidates why playing live is crucial to the success of any musician, band, or artist, explaining issues like: what managers, promoters, and agents do and how they arrange shows and tours; how to understand and negotiate show contracts; how to create a contract rider, and how the rider affects the money you earn from a show; how to appear professional and knowledgeable in an industry with its own conventions, language, and baffling technical terms; and a three-year plan using live performance to kickstart your music career. Intended for music artists and students, The Live Music Business presents proven live-music career strategies, covering every aspect of putting on a live show, from rehearsing and soundchecks to promotions, marketing, and contracts. In an era when performing live is more essential than ever, this is the go-to guidebook for getting your show on the road and making a living from music.

A guide to the music business and its legal issues provides real-world coverage of a wide range of topics, including teams of advisors, record deals, songwriting and music publishing, touring, and merchandising.
In How to Make It in the New Music Business, author Robert Wolf welcomes you to today's new high-tech digital universe by taking you to school. In 13 lessons, Wolff teaches you why you no longer have to play by old music business rules. Offering information, inspiration, and advice, Wolff and his famous friends show you how to start your music business, and your dream Book jacket.

The Music Business is changing. Streaming is replacing CDs and Vinyls, the cost of production is at an all-time low, but most importantly, the last few years have witnessed the proliferation of Independent Artists and Record labels. Independent Artists do not need a record deal to succeed in the current economic environment. To achieve this however, Indie Artists must organize and run themselves effectively as a business. This book is divided in to four parts. The first Part of this book examines the changing aspects and business models of the Music Industry. It focuses on the revenue sources available to Independent Artists and Record Labels, including, but not limited to Streaming Pay outs from Tidal, Spotify, YouTube etc; tours; endorsements; and merchandising. It also horns in on Intellectual Property Assets like Copyrights, Royalties, Trademarks and Trade Secrets. The Second part deals with the Independent Artists and record Labels as Businesses. It offers pointer on how Artists can properly register and effectively manage themselves as a business while examining the various legal entities (Sole Proprietor, Partnerships, LLCs, and Corporations), discussing their advantages and disadvantages. Part three navigates the very important but always neglected topic of Taxes and bookkeeping for small businesses. It offers directions on how to file and distribute music online, and how to properly keep up with their taxes and how to properly keep up with their Books (Invoices, Expenditures, Ledgers etc.) The final Part of this book deals with the basics of Contract Law which is a huge part of the Music Business.

How to Make It in the Music Business
All You Need to Know About the Music Business
All You Need to Know About the Music Business, Seventh Edition
Start an Independent Record Label: Music Business Made Simple
Adapting, Growing, and Thriving in the Information Age
What They'll Never Tell You About the Music Business, Third Edition
Offers information for songwriters, performers and singers, and producers on the industry, including hiring managers and accountants, establishing a budget, and copyright and contract law
 "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.
 "[Chertkov and Feehan] are the ideal mentors for aspiring indie musicians who want to navigate an ever-changing music industry."--Billboard Magazine You can make a living with music today. The secret is to tap multiple income streams. Making Money With Music gives you over 100 revenue streams and the knowledge on how to tap them. Whether you're a solo artist, band, DJ, EDM producer, or other musician, this book gives you strategies to generate revenue, grow your fan base, and thrive in today's technology-driven music environment. Plus, it lists hundreds of services, tools, and critical resources you need to run your business and maximize income. Making Money With Music will show you: How to tap over 100 income streams 7 business strategies you can implement immediately How to start your music business for \$0. How to register your music to collect all of the royalties you are owed worldwide. 13 ways to compete with free and build your fan base, and generate royalties, and boost licensing opportunities. 10 methods for raising money so you can fund your music production and projects. . . . and more. Written by the authors of the critically-acclaimed modern classic The Indie Band Survival Guide (1st & 2nd Editions), Making Money With Music is the third installment in the Indie Band Survival Guide series, and will help you build a sustainable music business no matter what kind of music you make, where you live, and whether you're a novice or professional musician. Improve your income by implementing these ideas for your music business today.

Whether you dream about becoming a rock star or a sought-after talent playing local gigs, Starting Your Career as a Musician will guide you along the path to success. Author Neil Tortorella explores the myriad opportunities in music today and details proven strategies for seeking them out. He reveals the common pitfalls and traps that are often encountered and provides aspiring musicians with time-tested advice on how to avoid them. Jam-packed with the practical know-how you need for success in the music business, Starting Your Career as a Musician is brought to life and made easy-to-grasp through the wisdom and experiences shared by numerous working musicians. While it won't show you how to be a better musician, this indispensable guide will teach you how to make a living with your music, promote yourself or your band, get booked, and maximize additional revenue streams.

Start Your Music Business: Management and Production of Concerts and Festivals
The Business of Music Management
The "Who, What, When, Where, Why & How" of the Steps that Musicians & Bands Have to Take to Succeed in Music
An Insider's Guide to Becoming Your Own Music Publisher

Today, when artists are empowered to take greater control of their careers and earnings, the need for musicians to understand the business of music has never been greater. In a digital age overflowing with confusing and ever-changing information, musicians need trusted business advice from a veteran artist who can break down the basics in language they understand. Written by a professional musician for other musicians, Business Basics for Musicians is the laypersons guide to the music industry. In this must-have manual, music industry veteran Bobby Borg presents vital info in a conversational tone and an easy-to-scan format regarding five vital areas that musicians need to succeed: Career Execution, Business Relationships, Pro Teams, Deals and Dollars, and Future Predictions. Everything from copyrights to record deals, to managers, to merchandising, to doing it yourself is covered. With pro interviews, anecdotes, and review quizzes, Business Basics for Musicians is the complete handbook from start to success. Updates for this edition: Changes in copyright laws Summary of the Music Modernization Act Updates on record, merch, publishing, and live performance deals New trends in sponsorships and partnerships with product brands New interviews with industry professionals, including managers, producers, and agents New stories paralleling current events and industry happenings Updated business resources, industry contacts, and URLs

For all the players in the music business from the artist to the manager and attorney. Contracts with split page analysis, information on copyright principles, business structure and more.
Music Business: The Key Concepts is a comprehensive guide to the terminology commonly used in the music business today. It embraces definitions from a number of relevant fields, including: general business marketing e-commerce intellectual property law economics entrepreneurship In an accessible A-Z format and fully cross-referenced throughout, this book is essential reading for music business students as well as those interested in the music industry.

The Insider's Guide to Making Money in the Music Industry. Millions dream of attaining glamour and wealth through music. This book reveals the secrets of the music business that have made fortunes for the superstars. A must-have for every songwriter, performer and musician.

Start Your Music Business: Get More Fans: The DIY Guide to the New Music Business
The Complete Handbook from Start to Success
The New Music Business For Independent Artists and Record Labels
The Artist's Guide to Success in the Music Business
Take Care of Your Music Business

Business schools are placing more emphasis on the role of business in society. Top business school accreditors are shifting to mandating that schools teach their students about the social impact of business, including AACSB standards to require the incorporation of business impact on society into all elements of accredited institutions. Researchers are also increasingly focused on issues related to sustainability, but in particular to business and peace as a field. A strong strain of scholarship argues that ethics is nurtured by emotions and through aesthetic quests for moral excellence. The arts (and music as shown specifically in this book) can be a resource to nudge positive emotions in the direction toward ethical behavior and, logically, then toward peace. Business provides a model for positive interactions that not only foster long-term successful business but also incrementally influences society. This book provides an opportunity for integration and recognition of how music (and other art forms) can further encourage business toward the direction of peace while business provides a platform for the dissemination and modeling of the positive capabilities of music toward the aims of peace in the world today. The primary market for this book is the academic audience. Unlike many other academic books, however, the interdisciplinary nature of the book allows for multiple academic audiences. Thus, this book reaches into schools of music, business, political science, film studies, sports and society studies, the humanities, ethics and studies.

Readers will gain vital and accurate knowledge about the music business, how musicians get paid, the legal framework for business, and will learn to recognize and leverage opportunities through overcoming the inevitable obstacles to success in a rapidly-changing industry. The author offers valuable insights into the niche readers might fill with their career, and discover their unique path to success. Readers will come away with a greater understanding of the scope and demands of the music and entertainment industry.
 (Berklee Press). Making Music Make Money will educate songwriters, as well as aspiring music business entrepreneurs in the basics of becoming an effective independent music publisher. Topics include a discussion of the various roles a publisher plays in the music business: collection, administration, protection, exploitation and evaluation. A major emphasis is placed on the exploitation process, and the importance of creating a sound business model for a new publishing venture. Eric Beal is a Creative Director for Zomba Music Publishing, as well as a former songwriter and record producer. In his role at Zomba, Eric has signed and developed top writers including Steve Diamond, KNS Productions, and Riprock & Alex G. and has coordinated and directed Zomba writers in the development of material for live Records pop superstars like Backstreet Boys, *NSYNC, Britney Spears and Aaron Carter. He graduated Summa Cum Laude from Berklee College of Music.

Whether you want to be a singer, rapper, DJ, producer, manager, executive, promoter, etc. this book IS your go to, kick in the ass, strategy guide for making big breakthroughs and next level success in the music industry.
Mindfulness Meditation In Everyday Life
Music Money and Success
The Live Music Business
The Myths, the Secrets, the Lies (& a Few Truths)
The Complete Guide for Musicians, Songwriters, Producers, Managers, Industry Executives, Attorneys, Investors, and Accountants
 (2020 edition)

Enhance your chance for success as a recording artist by following the real-world advice found within the pages of the book. Step-by-step suggestions for: Setting career goals Developing your songs and stage presence Recording your first demo and full-length album Designing your promotional materials Knowing where to hire an attorney, manager, booking agent, and producer And, of course, getting a record deal! Success depends on talent, hard work, and a little luck. This handbook will help you prepare and increase you opportunities in the music business.

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 completely revised and expanded edition of What They'll Never Tell You About the Music Business is a must-have reference. You'll learn: - How many musicians have seized do-it-yourself internet opportunities to create successful business models. - How the royalty pie is sliced—and who gets the pieces. - How the fundamentals of music publishing, producing, managing, touring, and the record industry apply more than ever. - Why this book is the indispensable guide to the worldwide music industry. - How corporate general counsels can educate their employees (and themselves) to understand the strictures of copyright law and to avoid trouble. - And much more. 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 writers 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

Music Business: The Key Concepts
Wherever You Go, There You Are
Music Business Handbook and Career Guide
How to Make a Living from Music
Everything You'd Better Know about the Record Industry
Lessons, Tips and Inspiration From Music's Biggest and Best

As the music industry continues to struggle with the loss of streaming revenue, many are starting to question the viability of a working independent label. Since the boom of homemade records and independently-minded musicians in the 1980s, the alternative music industry has grown from strength to strength, driven by a policy that privileges the music itself over the aggressive marketing and branding strategies of the majors. You can retain all control and rights to the music you release, allowing you to showcase and sell the music that you believe should be heard. There has never been a better time to begin a label for yourself, and this comprehensive title shows you exactly how it's done, including: Devising a business plan Finding and choosing talent Creating and manufacturing records themselves All aspects of promotion and marketing Distribution and radio Get your company organized and get those records out there right now with the help and advice of this informative guide.

All You Need to Know About the Music Business by veteran music lawyer Don Passman—dubbed “the industry bible” by the Los Angeles Times—is now updated to address the biggest transformation of the music industry yet: streaming. For more than twenty-five years, All You Need to Know About the Music Business has been universally regarded as the definitive guide to the music industry. Now in its tenth edition, Donald Passman leads novices and experts alike through what has been the most profound change in the music business since the days of wax cylinders and piano rolls. For the first time in history, music is no longer monetized by selling something—it’s monetized by how many times listeners stream a song. And that completely changes the ecosystem of the business, as Passman explains in detail. Since the advent of file-sharing technology in the late 1990s to the creation of the iPod, the music industry has been teetering on the brink of a major transformation—and with the newest twist to streaming music, this change has finally come to pass. Passman’s comprehensive guide offers timely, authoritative information from how to select and hire a winning team of advisors and structure their commissions and fees; navigate the ins and outs of record deals, songwriting, publishing, and copyrights; maximize concert, touring, and merchandising deals; and how to build your fan base, and generate royalties, and boost licensing opportunities. 10 methods for raising money so you can fund your music production and projects. . . . and more. Written by the authors of the critically-acclaimed modern classic The Indie Band Survival Guide (1st & 2nd Editions), Making Money With Music is the third installment in the Indie Band Survival Guide series, and will help you build a sustainable music business no matter what kind of music you make, where you live, and whether you're a novice or professional musician. Improve your income by implementing these ideas for your music business today.

Whether you want to start a record label, self-release your own music, or are just an avid music lover, this book will give you information about the business of music. The Label Machine: How to Start, Run and Grow Your Own Independent Music Label is the first book to give music artists practical step-by-step comprehensive instructions for setting up and running an independent music label to successfully distribute and market their music. You will learn all about the music industry business and how to navigate the tricky dos and don'ts. You will finally understand and take control of your music copyright and get to grips with the legalities involved. You will build your music business effortlessly, learning how to professionally market your music and artists - allowing you to reach thousands of fans. And essentially, you will learn how to create multiple label revenue streams to create an established record label. It features a detailed breakdown of how every part of the industry works together, including copyright in the UK and US, record label set-up, record releases, and royalty collection. It also provides in-depth guides on marketing, covering: traditional PR, Facebook and Instagram advertising, Spotify playlisting, and fan growth. Includes templates for record label and management contracts, marketing and promotion schedules, press releases, and fan email automation.

"Run Your Music Business(m)" is the second book in the Music Law Series(m) written by experienced entertainment lawyer, Audrey K. Chisholm, whose clients have been featured on MTV(r), American Idol(r), and VH1(r). "Run Your Music Business(m)" picks up where "Start Your Music Business(m)" left off and is an easy to read guide for songwriters, producers, music publishers, independent record labels, artists, bands, musicians, and individuals in the music industry who want to start or strengthen their music business: Learn how to: 1. How to Get Paid Licensing Your Music 2. How to Set-up Your Own Publishing Company 3. How to Build Your Own Music Catalog 4. How to Register with a Performing Rights Society 5. How to Negotiate Contracts (Record Label Agreements, Producer Contracts, Songwriter Contracts, etc.) 6. How to Work Full Time in Music 7. How to Grow Your Music Business is Growing 8. How to Know if Your Business Is Profitable (Understanding Financial Statements) 9. How to Create a Budget for your Music Business 10. How to Manage Debt 11. 10 Ways to Improve Your Credit Score 12. How to Run Your Music Business 13. How to Hold Business Meetings 14. Developing a Strategic Plan for Your Business 15. Business Recordkeeping / How to Keep Proper Business Records 16. 10 Ways to Avoid I.R.S. Trouble 17. How to File Business Taxes 18. Building Your Team 19. And more!

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What They'll Never Tell You about the Music Business
Run Your Music Business
Music Marketing for the DIY Musician
How to Earn Royalties, Own Your Music, Sample Music, Protect Your Name and Structure Your Music Business (Music Law Series)
The New Music Industry
Starting Your Career as a Musician

This insider guide discloses the hidden dynamics and often unfortunate consequences of what really happens when a deal is prepared, contracts are signed, and promises are made--and alerts musicians, attorneys, songwriters, and anyone else interested in the music business to the potent dangers lurking beneath the surface of this incredibly competitive industry.
 (Berklee Press). *If you dream about a career in the music industry, this book is for you. These practical strategies will help you to prepare for and land your dream job in the music business. Thousands of readers have used this book to educate and empower themselves and jumpstart successful music industry careers. You can, too! The third edition includes a new career tool kit and social media strategy. Inside you'll find: details on booming job prospects in digital music distribution and music licensing; interviews with nine music industry professionals under 35 who discuss how they got their starts, plus what skills they're seeking job candidates must possess; a resource directory of industry related job websites as well as U.S. and Canadian trade associations; step-by-step guidance for developing a first rate resume and acing your interviews; workshops to help you assess and develop your own personalized career tool kit; strategies for industry networking, finding a mentor, and how to effectively use social media.*

The Music Business and Recording Industry is a comprehensive music business textbook focused on the three income streams in the music industry: music publishing, live entertainment, and recordings. The book provides a sound foundation for understanding key issues, while presenting the latest research in the field. It covers the changes in the industry brought about by the digital age, such as changing methods of distributing and accessing music and new approaches in marketing with the Internet and mobile applications. New developments in copyright law are also examined, along with the global and regional differences in the music business.

Do it yourself and succeed! More and more artists are taking advantage of new technologies to try and build successful careers. But in this expanding competitive marketplace, serious do-it-yourself musicians need structured advice more than ever. In Music Marketing for the DIY Musician, veteran musician and industry insider Bobby Borg presents a strategic, step-by-step guide to producing a fully customized, low-budget plan of attack for marketing one's music. Presented in a conversational tone, this indispensable guide reveals the complete marketing process using the same fundamental concepts embraced by top innovative companies, while always encouraging musicians to find their creative niche and uphold their artistic vision. The objective is to help artists take greater control of their own destinies while saving money and time in attracting the full attention of top music industry professionals. It's ultimately about making music that matters, and music that gets heard! Updates include: New Interviews highlighting current marketing strategies for the new music market Info on how to leverage digital marketing and streaming playlists Updated stories and examples of current music marketing principles Future forecasts and trends into music marketing New and revised services, tools, references, and contacts that can help musicians further their careers New marketing plan samples for bands/solo artists and freelance musicians and songwriters

All You Need to Know About the Music Business
How to Get a Job in the Music Industry
How to License Your Music, Negotiate Contracts, Pay Business Taxes and Work Full-Time in Music
How to Survive and Thrive in Today's Music Industry
9th Edition
Making Music Make Money

The music industry has changed, and there has never been a greater time for independent artists to build a community of followers and fans through the myriad of new media tools available to them. As an independent musician, developing a profitable and sustainable music career is more realistic today than it has ever been in the past. However, in order to take advantage of the opportunities at hand, it is vital for career-minded musicians to understand the changes that the industry has gone through, and how that impacts their approach. Then, they must determine a career course for themselves and act on the best information available to them to make that course a reality. This book is for you. It is a resource directory of industry related job websites as well as U.S. and Canadian trade associations; step-by-step guidance for developing a first rate resume and acing your interviews; workshops to help you assess and develop your own personalized career tool kit; strategies for industry networking, finding a mentor, and how to effectively use social media.

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Do it yourself and succeed! More and more artists are taking advantage of new technologies to try and build successful careers. But in this expanding competitive marketplace, serious do-it-yourself musicians need structured advice more than ever. In Music Marketing for the DIY Musician, veteran musician and industry insider Bobby Borg presents a strategic, step-by-step guide to producing a fully customized, low-budget plan of attack for marketing one's music. Presented in a conversational tone, this indispensable guide reveals the complete marketing process using the same fundamental concepts embraced by top innovative companies, while always encouraging musicians to find their creative niche and uphold their artistic vision. The objective is to help artists take greater control of their own destinies while saving money and time in attracting the full attention of top music industry professionals. It's ultimately about making music that matters, and music that gets heard! Updates include: New Interviews highlighting current marketing strategies for the new music market Info on how to leverage digital marketing and streaming playlists Updated stories and examples of current music marketing principles Future forecasts and trends into music marketing New and revised services, tools, references, and contacts that can help musicians further their careers New marketing plan samples for bands/solo artists and freelance musicians and songwriters

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