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Management For The Music
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Artist Management For The 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"

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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.

Record Label Marketing, Third

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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

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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. An in-depth look at SoundScan and other big data matrices used as tools by all entities in the music business. An 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

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weblinks, exercises, and suggestions for further reading. Instructor resources include PowerPoint lecture outlines, a test bank, and suggested lesson plans.

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

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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

"Learn to: navigate the music

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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.

A Guide to Artist Management

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)

The Key to Structuring a
Sustainable Profile in the Music
Industry

For Artists & Managers

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Management and Production of Concerts and Festivals

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... Wishing 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

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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 today's 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 Isles, Noisemaker Management Jamie has spent the past 5 years of her career working in

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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 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

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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 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

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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.

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

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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

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of subjects including arts management, creative and cultural industries studies, arts entrepreneurship, business and management studies and media and communications.

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

Artist Management

The Streaming Music Business Discussed and Explained

The Music Business for Artist Managers & Self-managed Artists

Design Culture, Music Video and Virtual Reality

Achieving Abundance, Self-Empowerment and Professional Success as an Artist Entrepreneur

The Success Attitude

Independent Artistry is a

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how-to book for aspiring music artists pursuing a career in the entertainment industry independently. After reading this book, artists gain the know-how of establishing a music career by applying the fundamentals of: Songwriting, Brand Development, Copyright Law, Trademark Law, Business Incorporation, Business Finances, Small Business Taxes, Artist Management, Music Publishing, and Music Distribution - the 10 skills of Independent Artistry. GILLI MOON, Author, Artist, singer/songwriter, record label owner, certified professional coach and "Artist Entrepreneur", takes

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you on an enriching journey of artistic and professional discovery with her second book JUST GET OUT THERE, (her first book is I AM A Professional Artist – the Key To Survival and Success In The World of the Arts). JUST GET OUT THERE is the Artist's bible to achieving abundance, self-empowerment and professional success as an Artist entrepreneur. 300+ pages filled with in-depth tips, tools, steps and resources on getting out there as an Artist, all the while achieving personal, financial and professional success and joy. JUST GET OUT THERE covers topics such as defining your uniqueness;

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building your dream and creating a plan around your goals; balancing the art with the 'business' through time management and prioritization techniques; fundamentals in producing, releasing, marketing, promotion, performing and touring; using the Internet; and a plethora of in-depth tips, tools, steps and resources on getting out there as an Artist.

Throughout this book, Gilli is guiding you, asking you questions, giving you exercises, and making you think and act the way a strong business savvy Artist should, leading you to the Artist you ultimately want

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to become. JUST GET OUT THERE provides Artists inspiration: a sense of hope and assurance through anecdotal stories (some about Gilli's personal life), motivational messages and real, practical, tried and tested strategies. Ultimately it's about enjoying the journey along your path to creative success. More info at www.justgetoutthere.net 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

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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,

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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, and a visual methodology to explore the topic, this research-based book is a valuable study aid for undergraduate and postgraduate students of subjects including the music business, design, arts management, creative and cultural industries studies, business and management studies, and media and communications.

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Managing Hip Hop artists is NOT the same as managing artists in any other genre. It's unique. There are cultural differences, industry differences and global differences you need to be aware of if you are to be successful. I know, because I've done it! Learn the business basics, as well as the unique success attitude and strategies you need in order to master the game! (220 pages; 8 x 10; ISBN: 978-0974531335) Read more at www.hiphopentrepreneur.com Artist Management for the Music Business 2e Who Killed Classical Music? Maestros, Managers, and

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Corporate Politics

How to Build a Sustainable
Music Career and Collect All
Revenue Streams

The Art of Music Business
Management

The Standard Reference to
All Phases of Managing a
Musician's Career from Both
the Artist's and Manager's
Point of View

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-

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planning insights on dozens of job categories in the diverse music industry.

This book is your guide to the study and practice of music management and the fast-moving music business of the 21st century. Covering a range of careers, organisations, and practices, this expert introduction will help aspiring artists, managers, and executives to understand and succeed in this exciting sector. Featuring exclusive interviews with industry experts and discussions of well-known artists, it covers key areas such as artist development, the live music sector, fan engagement, and copyright.

Other topics include:

Managing contracts and assembling teams. Using data audits of platforms to adapt campaigns. Shaping opinions about music, musicians, events. How the music industry can be more diverse, inclusive, and equitable for the benefit of all. Working with venues, promoters, booking agents, and tour managers. Branding, sponsorship, and endorsement. Funding, crowdsourcing and royalty collection. Ongoing digital developments such as streaming income and algorithmic recommendation. Balancing the creative and the commercial, it is essential

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reading for students of music management, music business, and music promotion - and anybody looking to build their career in the music industries. Dr Chris Anderton, Johnny Hopkins, and James Hannam all teach on the BA Music Business at the Faculty of Business, Law and Digital Technologies at Solent University, Southampton, UK. Music managers and artists will learn the secrets of successful management with scenarios from a manager's work life along with the legal and business skills to master them. Through stories of real-life famous artist-manager teams, the authors analyze, criticize, and detail what a

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manager ought to learn to be an effective advisor and representative. The book teaches future music managers and artists how to acquire clients, negotiate contracts, develop image, administer taxes and finances, and deal with promoters, media, attorneys, and unions. A special chapter addresses artists, advising them on what to look for in a manager, how to sign fair management contracts, and how to avoid career manipulation. Packed with industry guidelines, sample contracts, and sure-fire career tips from industry icons, this book is a professional springboard for music managers, recording

artists, singers, and rock bands alike.

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. How to Make a Living from Music Agility in the Creative and Cultural Industries It All Begins with the Music

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**Record Label Marketing
The Theory and Practice
Artist Management: The
Ultimate Responsibility**

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. Managing Your Band is the go-to guide for artist management in the new music industry, providing tools for success to students and musicians, including independent artists taking the DIY route. This seventh edition includes updated information on the 21st-century DIY manager, live ecosystems, social

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media, and impacts of COVID-19 on the industry.

An examination of the various professions in the music business, with examples and interview excerpts of individuals in these fields.

Artist Management for the Music Business Taylor & Francis

This Business of Artist Management

All You Need to Know about the Music Business

Artist Development Essentials

Music Business For Dummies

Recordings, Concerts, Tours, Studios, and More

Independent Artistry

**Establishing the artist-
manager relationship --**

Planning the artist's

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career -- Making the
career plan work -- Career
maintenance and control.
Law, taxes, and finances.
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

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successful career in music in both developed and developing countries, by generating income from musical talent.

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.

Managing Your Band

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**Inside the Music Business
All You Need to Know to
Get Started, Get Noticed &
Get Signed**

**The Live Music Business
Artist Management for the
Music Business**

**Managing Artists in Pop
Music**

Argues that commercialism has radically transformed classical music and opera
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

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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 next generation of music business books is here! Karhumaa's seventh book presents an unprecedented concept – how to understand modern artist management. Traditional and prevailing laws are transmitted, but the development of technology is presented in a way that often goes unnoticed. In a time when technology

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development is increasingly guiding the formation of new business models, it is important to adapt to the situation. NFTs, web3 or the metaverse is already commonplace. Development plays a huge role in the job description of artists and managers. Nowadays artists more frequently take a more active role in their own management. It's not just the manager that runs intermediation or facilitation, and this includes modern preconditions and their arrangements. The artist needs to be prepared in any case, with consideration as to how resources are allocated to enable goal achievement. To be able to succeed now and in the future, the basics of this book will be needed. This book is a step by step of what you really need to know. It is particularly well suited for educational use. A manager needed to write this book. The author has almost three decades of experience in

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multiple capacities. Mika Karhumaa is a music business manager - specializing in artist management and contracts & copyright. He lectures on the subject and acts as a strategist in many industrial operations.

(Book). 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

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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

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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

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

How Music Companies Brand and Market Artists in the Digital Era

Developing Successful Artists and Careers for the New Music Business

Successful Artist Management

Music Business Handbook and Career Guide

This Game of Hip Hop Artist Management

DISSECTING THE DIGITAL DOLLAR

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

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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,

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<http://www.artistmanagementonline.com>. There is no login, and the resources are updated regularly.

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

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edition include a new chapter for independent, self-managing artists, expanded and updated sections on networking, social media, and streaming, and a basic introduction to data analytics for the music business. This book gives access to resources about artist management and the music business at its companion website, www.artistmanagementonline.com. 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.

Emily White has been at the forefront of the modern music

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industry throughout her career. In this book, she shares her wisdom for all musicians who want access to this information. White feels that the modern music industry is rarely, if ever, presented in order - from creation to execution or recording to release. For the first time, White has penned all of her best practices and advice for musicians looking to build a long-term career into a single book, while ensuring they aren't missing any funds owed to them along the way. As an entrepreneur, manager and consultant, White has navigated countless new platforms for musicians and presents the findings in a methodical and step by step manner. This book shows

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musicians how to build a career from day one, as well as how to get your career organized moving forward if it isn't your first rodeo. Early Praise for How to Build a Sustainable Music Career and Collect All Revenue Streams: "A must-read for anyone launching a career in music or the music industry." -Hypebot "Few people I know have the experience, savvy and aptitude that Emily White brings to the table, and to a book this necessary and important, especially as this new music ecosystem really starts to take flight. So to all the artists & entrepreneurs looking to be students of the game and makers of the money, not just the music -

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get the book, get your mind right, and go get your hustle on."

-Amaechi Uzoigwe, Manager of Run The Jewels, Founder of FourM Arts & Science "A concise and current guide to getting your ducks in a row from the woman who is steadily helping me row my ducks."

-JULIA NUNES, Musician & Songwriter "In today's world, you gotta build your own career from the ground up, Emily's book gives you an excellent road map to do that." -Donald S. Passman, Author of All You Need to Know About the Music Business "Emily White continues to show the music business that having a good foundation is fundamental to success. No short cuts!" -Kevin

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Lyman, Warped Tour Founder & USC Professor Emily White is an entrepreneur and Founder at Collective Entertainment and #iVoted. White's career spans the entertainment industry, always putting artists and talent first, while taking care of fans a very close second. Her name graced the cover of Billboard magazine while in her 20's, with White's work additionally covered by Forbes, Fast Company, Bloomberg, Rolling Stone, CNN, Fox Business, Vox, The Huffington Post, Pitchfork, Relix, The Fader, Pollstar, Stereogum, Alternative Press, ESPN and more. She is a regular speaker around the globe at events such as SXSW, Midem, BIGSOUND Australia, Canadian

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Music Week, PollstarLive!, NAMM, Music Biz, NARM, SanFran MusicTech, Between The Waves, and innumerous universities. White has served on the boards of Future of Music, Well-Dunn, CASH Music, SXSW, The David Lynch Foundation Live!, The Grammys' Education Committee, and Pandora's Artist Advisory Council. Her first book, *Interning 101*, was released in 2017 (9GiantStepsBooks) and is a course book at schools around the world. White is an Adjunct Professor at New York University's Clive Davis Institute of Recorded Music in Tisch School of The Arts. *Manage Your Career in Music: Manage the Music Careers of*

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Others

Designing the Music Business

Music Management for the Indie
Artist

The Art of Music Production

Project Management for Musicians

Everything You Need to Know

about Managing Your Music

Career, Exploding Your Popularity
and Getting Discovered by a Top
Manager

This book is a comprehensive guide to a career in the music industry. Offering advice as to how to get into the business, it explains the main features of a wide range of jobs, such as management, production, promotion and merchandise through to the working lives of recording artists and session musicians.

In this book, veteran music producer

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Richard James Burgess gives readers the tools they need to understand the complex field of music production. He defines the many roles that fall to the music producer by focusing first on the underlying theory of music production, before offering a second section of practical aspects of the job.

As a constantly evolving and developing industry, the music business environment continues to establish new standards in terms of operational efficiency, dynamics between the different parties involved in the professional cycles, and constructing and performing methodologies in the process of achieving the desired results that all the participants in the music world have to adapt to in order to establish a sustainable career. Hence, the main purpose of this book is to provide

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practical advice suitable to both aspiring music professionals and artists that need detailed guidance in the process of developing the basis of a fruitful, promising, and sustainable profile, not only in terms of business performance, but psychologically as well.

(Berklee Press). Get organized, and take charge of your music projects! This book will help you harness your creativity into clear visions and effective work plans. Whether you are producing a recording, going on tour, developing a studio, launching a business, running a marketing campaign, creating a music curriculum, or any other project in the music industry, these road-tested strategies will help you to succeed. Music projects come in all sizes, budgets, and levels of complexity, but

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for any project, setting up a process for planning, executing, and monitoring your work is crucial in achieving your goals. This book will help you clarify your vision and understand the work required to complete it on time, within budget, and to your highest possible quality standard. It is a comprehensive approach, with hundreds of music industry-specific tools for keeping your work on track, mitigating risk, and reducing stress, so that you can complete your project successfully. You will learn to: develop work strategies; delegate tasks; build and manage teams; organize your project office; develop production schedules; understand and organize contracts; analyze risk; and much more.

Just Get Out There

A How-To Book for Independent Music Artists

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Music Money and Success

Managing Your Band - Sixth Edition

What Every Artist and Manager Must
Know to Succeed

Music Management, Marketing and
PR

Are 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

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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

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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

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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

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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

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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.

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Formerly entitled Successful Artist Management, this book is designed as a reference work for artist management in the music business.