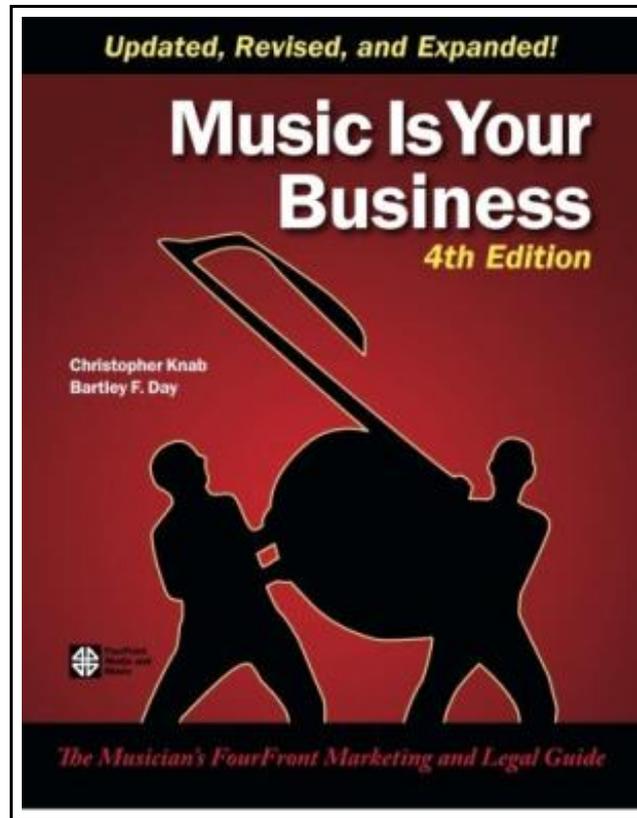


Music Is Your Business: The Musician s Fourfront Marketing and Legal Guide



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Reviews

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MUSIC IS YOUR BUSINESS: THE MUSICIAN S FOURFRONT MARKETING AND LEGAL GUIDE



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Fourfront Media and Music, United States, 2013. Paperback. Book Condition: New. 4th. 280 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****.New Edition! Completely Updated and Expanded This book takes the mystery out of the NEW music business! The music industry has changed dramatically in the last five years. You need the latest information on how the music industry is set up, and you need legal information that is current, accurate, and targeted to independent record labels and musicians-whether you re an experienced performer or just starting out. Music industry veteran Christopher Knab s honest, no-nonsense information empowers you to sell, promote, publicize, and perform your music. Learn how to work with industry professionals, prepare a career plan and publicity campaign, connect with your fanbase, grab the attention of distributors, get radio airplay, negotiate offers for live performances, and create a demand for your music with traditional methods and social networking strategies. Entertainment law attorney Bartley F. Day s straight-to-the-point legal chapters include Making Sense of Music Industry Contracts, Recording a Cover Version, Trademarking Band Names, Insider Tips for Hiring a Music Attorney, Filing Copyright Applications, Recording Contract Advances and Royalty Rates, and a new chapter on the controversial 360 Deals now offered by many record labels. This edition is filled with brand new topics like Radio s Reasons Not to Play a Record, and updated favorites like, Ten Reasons Why Musicians Fail (and How Not To), and Con Jobs: Watch Out for the Flim-Flam Man. There s a sample Four Front Music Marketing Plan, a Distributor One-Sheet, a Band Tour and Work Schedule, a Band Bio, and much, much more. At 343 pages, this edition is over 70 pages longer than the 3rd edition. Newly revised, illustrated, and indexed, the 4th edition of Music...

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