

Paul Allen Artist Management

(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 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

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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!

With the evolution of the music business and the shifting influence of large record labels, the artist manager is now – more than ever – at the center of an artist's career. Artist managers are tasked with keeping abreast of the music industry and supporting

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the artists under their management while simultaneously managing their own careers. Including key industry insights, exclusive planning guidance, management tools, and strategies for a successful career, *Artist Management for the Music Business* has the tools to support any new or experienced artist manager. Through its analysis of over a dozen case studies, lessons, and contract examples, author Paul Allen provides a focused look at managing artists' careers. This follow-up to the best-selling second edition features a new chapter on entrepreneurship including detailed information on how to run an artist management enterprise as a business and includes coverage of anticipating risks, reacting to challenges, and basic money management. The chapter also contains additional sections on the effective use of social media, the Web, and handling online promotion. For additional resources, visit the book's website at www.artistmanagementonline.com.

In its 114th year, *Billboard* remains the world's premier weekly music publication and a diverse digital, events, brand, content and data licensing platform. *Billboard* publishes the most trusted charts and offers unrivaled reporting about the latest music, video, gaming, media, digital and mobile entertainment issues and trends.

The Global Music Industry gives a concise overview of the issues facing everyone in the music industry

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including: bootlegging, copyright, censorship and government support.

The fifth edition of *This Business of Music* shows that this volume, which has long been recognized as the perfect companion to the widely acclaimed *This Business of Music*, has now become a standout title in its own right. All of the previous edition's text and appendixes have been updated, and the addition of three new chapters makes *More About This Business of Music* among the most timely and comprehensive references on the fast-changing music industry.

"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 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, <http://www.artistmanagementonline.com>"

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. 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 weblinks,

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exercises, and suggestions for further reading. Instructor resources include PowerPoint lecture outlines, a test bank, and suggested lesson plans. Vols. 28-30 accompanied by separately published parts with title: Indices and necrology.

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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.

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

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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.

Anyone managing an artist's career needs to be well versed and have a savvy understanding of the moving parts of the music business. You'll 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 you 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 you access to resources about artist management and the music business at its companion website, [http:](http://www.artistmanagementonline.com)

[//www.artistmanagementonline.com](http://www.artistmanagementonline.com).? There is no login, and the resources are updated regularly.

Record Label Marketing provides clear, in-depth information on corporate marketing processes, combining marketing theory with the real world "how to" practiced in marketing war rooms. This industry-defining book is clearly illustrated throughout with figures, tables, graphs, and glossaries.

Record Label Marketing is essential reading for current and aspiring professionals and students, and also offers a valuable overview of the music industry. *Record Label*

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Marketing... * Builds your knowledge base by introducing the basics of the marketing mix, market segmentation and consumer behavior * Gives you the tools necessary to understand and use SoundScan data, and to successfully manage the budget of a recorded music project * Presents vital information on label publicity, advertising, retail distribution and marketing research * Introduces you to industry resources like NARM, RIAA, and the IFPI * Offers essential marketing strategies including grassroots promotion and Internet/new media, as well as highlighting international marketing opportunities * Reveals how successful labels use video production, promotional touring and special products to build revenue * Looks to the future of the music business-how online developments, technological diffusion, and convergence and new markets are continually reshaping the industry This guide is accompanied by a website, www.recordlabelmarketing.com, which offers interactive assignments to strengthen your knowledge as well as updates on the latest news, industry figures and developments.

Record Label Marketing offers a comprehensive look at the inner workings of record labels, showing how the record labels connect commercial music with consumers. In the current climate of selling music through both traditional channels and new media, authors Tom Hutchison, Paul Allen and Amy Macy carefully explain the components of the contemporary record label's marketing plan and how it is executed. This new edition is clearly illustrated throughout with figures, tables, graphs, and glossaries, and includes a valuable overview of the music industry. Record Label Marketing has become essential reading for current and aspiring professionals, and for music business students everywhere. The book also has a companion website located at www.recordlabelmarketing.com. Record Label Marketing...

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* Gives you an exclusive and complete look at SoundScan and how it is used as a marketing tool * Presents essential information on uses of new media, label publicity, advertising, retail distribution, and marketing research by record labels * Offers insight into how successful labels use videos, promotional touring, and special products to build revenue * Includes important specialized marketing strategies using the tools of grassroots promotion and international opportunities * Reveals how labels are managing within their transitional digital industry * Looks to the future of the music business – how online developments, technological diffusion, and convergence and new markets continue to reshape the industry * Builds knowledge, learn the basics of the marketing mix, market segmentation and consumer behaviour * Gives essential marketing strategies, understand grassroots promotion, and Internet/ New Media as well as international opportunities * Gives vital information on label publicity, advertising, retail distribution and marketing research.

William H.Gates III????

"Creativity used to be the difficult concept to define - now it has probably been overtaken by the concept 'creative industries'. However, this text does a sterling job at identifying, outlining and defining the many elements that go to make up this booming sector of industry. What makes it particularly interesting is that it includes the view of the creative industries from the perspective of working in it, then the definitions of what products and producers are involved, and ends with the broader picture of the creative economy and predictions for future trends. Add to this that they include both theory and practice, and this really is an all-round guide to the vast domain that is loosely titled 'the creative industries'" -

