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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.

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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

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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, preparing the reader for the realities of directing the careers of performers in the risky but rewarding music business.

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 the artists under their management whi

Abseits von Tonstudio und Mischpult bietet das Music Business interessante Jobs für Nicht-Musiker. Hinter den Kulissen wird die Musiklandschaft aktiv gestaltet.

Understanding the Music Industry is a series that outlines the framework of the business, explaining the roles of the industry professionals, what their jobs entail, when it's important to involve them and deal specifics that you want to be aware of. Artist managers, booking agents, music publishers, labels, A&Rs and others – we'll treat ...

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