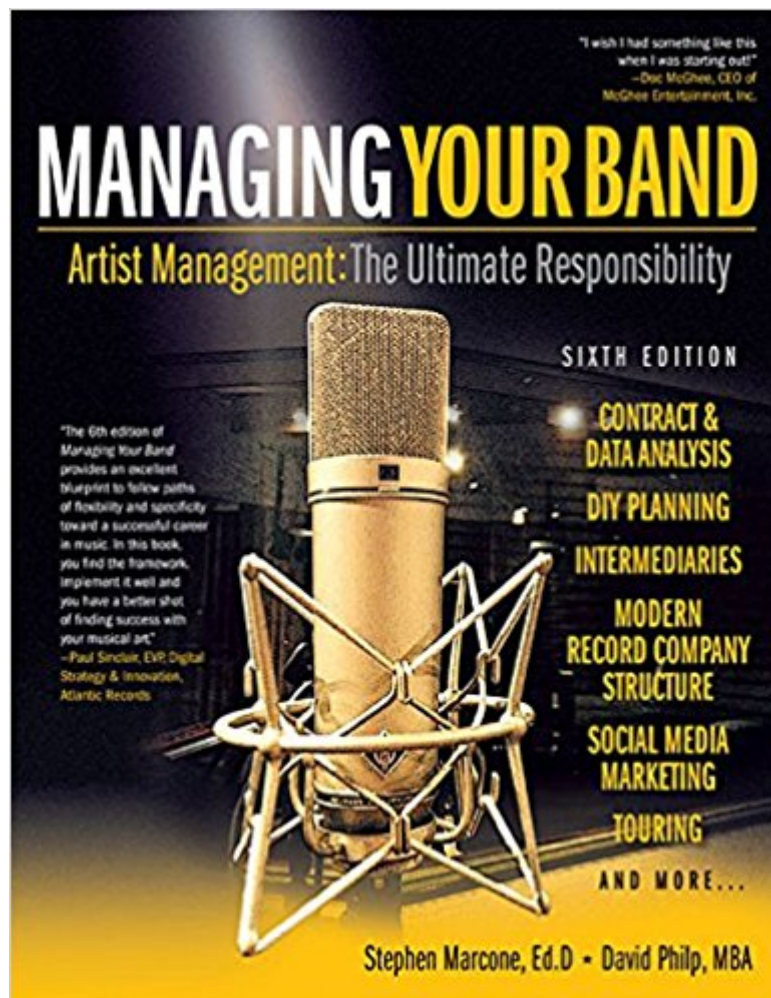




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Managing Your Band - Sixth Edition: Artist Management: The Ultimate Responsibility



Synopsis

(Book). The business of being a musician has evolved into the entertainment business encompassing music creation, concerts, licensing, festival organizing, merchandising, fashion, and branding. Consequently, the management of musicians is complicated and important. There are as many artists trying to make it today as ever before. However, the industry has tightened up significantly, and many artists are either forced to make it on their own or realize that if their music isn't radio friendly, they could possibly make (keep) more money if they establish themselves as a business entity. This edition of *Managing Your Band* is for two audiences: the personal manager, who has taken on the task of shepherding an artist from an unknown to stardom, and the DIY artist, who is aware of the need for having a team to succeed but is not in a financial position to hire the pros. The budding personal manager should find this edition useful as well. The subject of marketing using social media is thoroughly discussed, including useful tools for maximizing success. The examples of modern recording contracts include 360-deal computation as well as standard clauses. Record companies are no longer just record companies. The Big Three have become modern entertainment companies, with departments that cater to the needs of multi-rights deals. This guide takes a look at all of the functions that the many industry intermediaries perform, illustrating how today's artists can function as their own entertainment companies.

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Customer Reviews

DR. STEPHEN MARCONE was a member of an Epic Records recording group and toured extensively, taking an active role in the creative and managerial endeavours of the ensemble. He is

currently director of the music and entertainment management programs at William Paterson University. DAVID PHILP is an assistant professor in the music and entertainment management and popular music studies programs at William Paterson University. He has over 20 years of experience working for the Universal Music Group, PolyGram Video, and Greater Media Broadcasting.

This comprehensive book gives you the tools and knowledge necessary for the music business. I am a parent, not knowing anything about the music business, whose just trying to support my son's endeavors. This book gives you terminology, advice, examples, lists, resources, steps - everything but the talent and the passion. This is not just for people who don't know anything, this is for anyone who is or wants to be in the music industry. Buy it, it's worth every penny and then some.

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