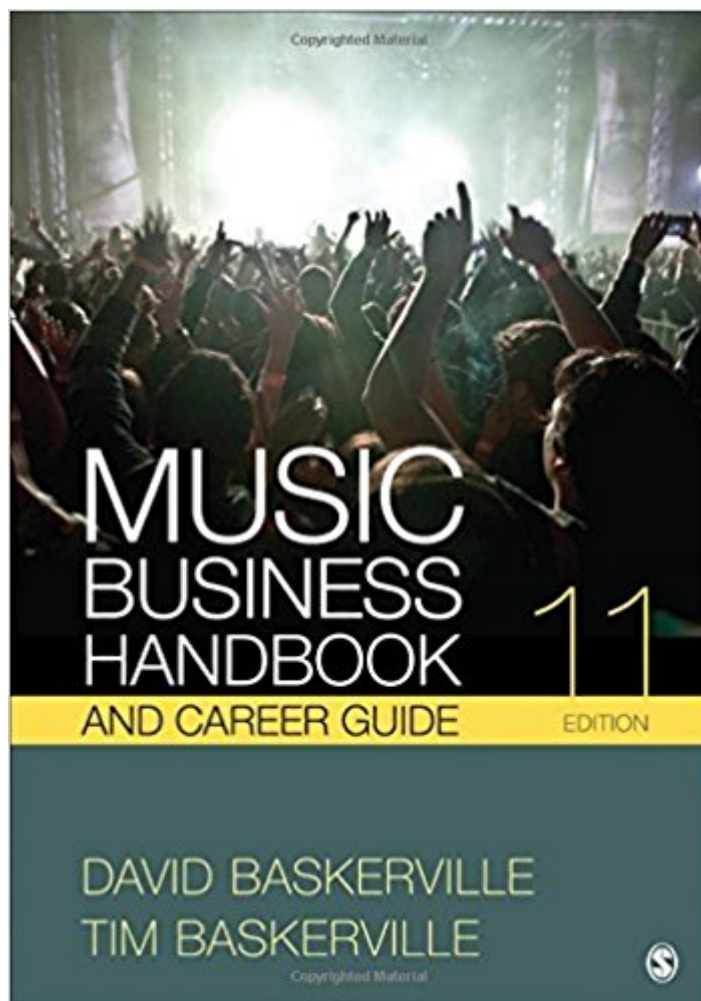


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Music Business Handbook And Career Guide



Synopsis

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

Customer Reviews

"This book, by far, provides the most comprehensive and easy to follow overview of the music business. I recommend it for all music business students and aspiring professionals."--Serona Elton
"Baskerville's first edition was the blueprint for music business programs. The 11th edition brings us up to date on a field undergoing rapid redesign."

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