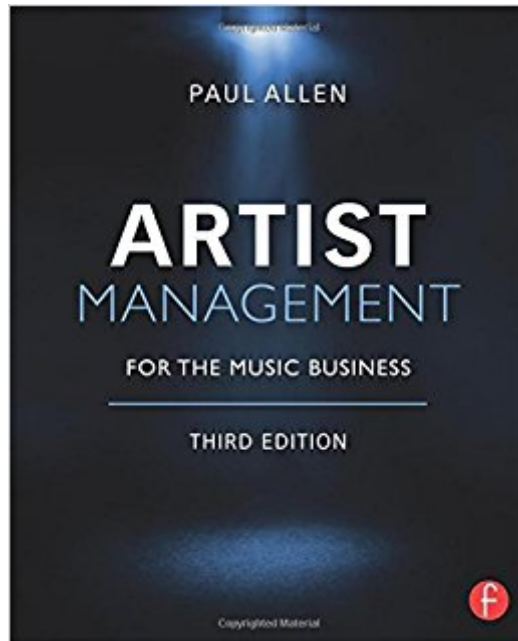




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Artist Management For The Music Business



Synopsis

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 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.

Book Information

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Customer Reviews

Paul Allen is Associate Professor in the Department of Recording Industry at Middle Tennessee State University and co-author of *Record Label Marketing*, also published by Focal Press. He is also a frequent lecturer at other universities on artist management and other music business subjects. His career work has included radio, TV, political management, and the music business.

It's an excellent overview for aspiring artists and managers alike, and it's full of advice and wisdom. Anyone studying this business would do well to begin their focused education here, if only to establish a working vocabulary for the industry. The end of each chapter provides an extensive list of resources for continued reading as well. If you read this, also read the books listed in the resource section of each chapter for an extensive self-education. There's nothing quite like a common vocabulary for efficient communication between all the facets of the music industry.

It's exactly what I expected! Very broad information and the required knowledge to managing the career of an artist for every self learning and determined manager!!! I advise it extremely!

DAMAFIAMU ENTERTAINMENT.

This book is awesome. I've read countless amounts of blogs and books about the music business. This is a great tool for both artists/bands and managers to understand a manager's role in the music business. I would definitely recommend this book for any independent artist ready to take their music career professionally.

Everything I need to become an Artist Manager is in this book. I am so glad I purchased it.

Great book for anyone considering professional band management - lots of insider info.

Great book for entrepreneurs wanting to learn the business or for an entrepreneur looking to gain more education on the subject. Easy to understand and easy to follow. This book is a must have for anyone looking to get into the music business.

Learned a great deal from reading this book!

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