

Understanding The Music Business A Comprehensive View

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 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 access to resources about artist management and the music business at its companion website, <http://www.artistmanagementonline.com>. There is no login, and the resources are updated regularly.

In today's fast-moving music industry, what does it take to build a life-long career? Now more than ever, all those working in music need to be aware of many aspects of the business, and take control of their own careers. Understanding the Music Business offers students a concise yet comprehensive overview of the rapidly evolving music industry, rooted in real-world experiences. Anchored by a wealth of career profiles and case studies, this second edition has been updated throughout to include the most important contemporary developments, including the advent of streaming and the shift to a DIY paradigm. A new 'Both Sides Now' feature helps readers understand differing opinions on key issues. Highly readable, Understanding the Music Business is the perfect introduction for anyone seeking to understand how musical talents connect to making a living.

Interested in promoting, selling, and distributing music online? Have the website but not sure what to do next? Web Marketing for the Music Business is designed to help develop the essential Internet presence needed for effective promotion, sales, and distribution. Author Tom Hutchison provides instructions on how to set up a website, as well as how to use the Internet to promote you or your client, and the website. Includes information on maximizing your site to increase traffic, online grassroots marketing tactics that will advance your career and how to best utilize social networking sites such as Facebook and Twitter. The accompanying website will keep you up-to-date, with online resources for web support. The author's blog is continuously updated to include the latest breaking techniques for promotion.

(Berklee Press). Sell more music! Learn the most effective marketing strategies available to musicians, leveraging the important changes and opportunities that the digital age has brought to music marketing. This multifaceted and integrated approach will help you to develop an effective worldwide marketing strategy. Step by step, you will develop an active marketing plan and timeline tailored to your unique strengths and budget. You will learn to time your marketing campaign effectively, publicize your music to traditional print outlets and emerging online opportunities, understand the current opportunities for online, satellite, and terrestrial radio play as well as navigate various retail and distribution options, both at brick-and-mortar and online options, such as iTunes, Rhapsody, and other services.

Readers will gain vital and accurate knowledge about the music business, how musicians get paid, the legal framework for business, and will learn to recognize and leverage opportunities through overcoming the inevitable obstacles to success in a rapidly-changing industry. The author offers valuable insights into the niche readers might fill with their career, and discover their unique path to success. Readers will come away with a greater understanding of the scope and demands of the music and entertainment industry.

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.

Today, when artists are empowered to take greater control of their careers and earnings, the need for musicians to understand the business of music has never been greater. In a digital age overflowing with confusing and ever-changing information, musicians need trusted business advice from a veteran artist who can break down the basics in language they understand. Written by a professional musician for other musicians, Business Basics for Musicians is the laypersons guide to the music industry. In this must-have manual, music industry veteran Bobby Borg presents vital info in a conversational tone and an easy-to-scan format regarding five vital areas that musicians need to succeed: Career Execution, Business Relationships, Pro Teams, Deals and Dollars, and Future Predictions. Everything from copyrights to record deals, to managers, to merchandising, to doing it yourself is covered. With pro interviews, anecdotes, and review quizzes, Business Basics for Musicians is the complete handbook from start to success. Updates for this edition: Changes in copyright laws Summary of the Music Modernization Act Updates on record, merch, publishing, and live performance deals New trends in sponsorships and partnerships with product brands New interviews with industry professionals, including managers, producers, and agents New stories paralleling current events and industry happenings Updated business resources, industry contacts, and URLs

(Berklee Press). Making Music Make Money will educate songwriters, as well as aspiring music business entrepreneurs in the basics of becoming an effective independent music publisher. Topics include a discussion of the various roles a publisher plays in the music business: collection, administration, protection, exploitation and evaluation. A major emphasis is placed on the exploitation process, and the importance of creating a sound business model for a new publishing venture. Eric Beall is a Creative Director for Zomba Music Publishing, as well as a former songwriter and record producer. In his role at Zomba, Eric has signed and developed top writers including Steve Diamond, KNS Productions, and Riprock & Alex G. and has coordinated and directed Zomba writers in the development of material for Jive Records pop superstars like Backstreet Boys, *NSYNC, Britney Spears and Aaron Carter. He graduated Summa Cum Laude from Berklee College of Music.

At last, an entertainment attorney offers up the honest truth about becoming a successful recording artist. This book is packed with solid information geared toward anyone who wants to become a musician. It's a terrific primer for parents of kids who are clamoring for music lessons or permission to go to a college of music. The book is divided up into manageable chapters: practicing, recording your first demo, creating a promo kit, finding a manager, playing a showcase, and much more. This is the first book in the Music Business Made Simple series. These easy-to-digest handbooks cover everything one needs to know about the music business. The second book in the series, Be Your Own Music Mogul: Launch an Independent Record Label will be published in Spring 2005.

(Berklee Press). With the free-form exchange of music files and musical ideas online, understanding copyright laws has become essential to career success in the new music marketplace. This cutting-edge, plain-language guide shows you how copyright law drives the contemporary music industry. By looking at the law and its recent history, you will understand the new issues introduced by the digital age, as well as continuing issues of traditional copyright law. Whether you are an artist, lawyer, entertainment Web site administrator, record label executive, student, or other participant in the music industry, this book will help you understand how copyright law affects you, helping you use the law to your benefit. * How do you get fair compensation for your work and avoid making costly mistakes? * Can you control who is selling your music on their website? * Is it legal to create mash-ups? * What qualifies as fair use? * How do you clear another artist's samples to use in your own recordings? * What is the Creative Commons/Copyleft movement? * How do you clear music for use in an online music service or

store? * Who decides who gets paid how much and by whom? You will learn the answers to these questions as well as: * The basics of copyright law, looking at the Copyright Act while explaining it in plain language * How revenue streams for music are generated under copyright law * The reasoning behind high-profile court decisions related to copyright violations *What licenses are needed for the legal online delivery of music * The intricacies of using music on sites like YouTube, Pandora, and Spotify * Deficiencies in current copyright law and new business model ideas

Understanding the Music Business Real World Insights Routledge

Hans Heinrich Eggebrecht was one of the most influential German musicologists of the twentieth century and yet he is almost unknown to English readers. Understanding Music summarizes Eggebrecht's thoughts on the relationship between music and cognition. As he says in his preface, the purpose of his book is 'to direct the reader towards the fundamental issues and processes implied in understanding music. What does understanding mean when applied to music? How is the process to be described?...What role do language and history play?'

Eggebrecht's answers to these and other questions amount to a compelling account of how the mind grasps the sounds of music in themselves and what other factors contribute to music's meaning so much to us as listeners.

All You Need to Know About the Music Business by veteran music lawyer Don Passman—dubbed “the industry bible” by the Los Angeles Times—is now updated to address the biggest transformation of the music industry yet: streaming. For more than twenty-five years, All You Need to Know About the Music Business has been universally regarded as the definitive guide to the music industry. Now in its tenth edition, Donald Passman leads novices and experts alike through what has been the most profound change in the music business since the days of wax cylinders and piano rolls. For the first time in history, music is no longer monetized by selling something—it's monetized by how many times listeners stream a song. And that completely changes the ecosystem of the business, as Passman explains in detail. Since the advent of file-sharing technology in the late 1990s to the creation of the iPod, the music industry has been teetering on the brink of a major transformation—and with the newest switch to streaming music, this change has finally come to pass. Passman's comprehensive guide offers timely, authoritative information from how to select and hire a winning team of advisors and structure their commissions and fees; navigate the ins and outs of record deals, songwriting, publishing, and copyrights; maximize concert, touring, and merchandising deals; and how the game is played in a streaming world. “If you want to be in music, you have to read this book,” says Adam Levine, lead singer and guitarist of Maroon 5. With its proven track record, this updated edition of All You Need to Know About the Music Business is more essential than ever for musicians, songwriters, lawyers, agents, promoters, publishers, executives, and managers—anyone trying to navigate the rapid transformation of the industry.

For all the players in the music business from the artist to the manager and attorney. Contracts with split page analysis, information on copyright principles, business structure and more.

"First Published in 2004, Routledge is an imprint of Taylor & Francis, an informa company."

Hailed as an “indispensable” guide (Forbes), How to Make It in the New Music Business returns in this extensively revised and expanded edition. When How to Make It in the New Music Business hit shelves in 2016, it instantly became the go-to resource for musicians eager to make a living in a turbulent industry. Widely adopted by music schools everywhere and considered “the best how- to book of its kind” (Music Connection), it inspired thousands to stop waiting around for that “big break.” Now trusted as the leading expert for “do it yourself” artists, Ari Herstand returns with this second edition, maintaining that a stable career can be built by taking advantage of the many tools at our fingertips: conquering social media, mastering the art of merchandising, embracing authentic fan connection, and simply learning how to persevere. Comprehensively updated to include the latest online trends and developments, it offers inspiring success stories across media such as Spotify and Instagram. The result is a must- have for anyone hoping to navigate the increasingly complex yet advantageous landscape that is the modern music industry.

No one understands the music industry--from the technology, to the legalities, to the new industry practices--better than veteran music lawyer Donald Passman. In this completely revised and updated seventh edition of All You Need To Know About the Music Business, which the Los Angeles Times called “the industry bible” and which has sold hundreds of thousands of copies, Passman offers executives and artists, experts and novices alike the essential information they need not only to survive in these volatile and exciting times, but also to thrive.

Drawing on his unique, up-to-the-minute experience as one of the most trusted advisors in the business, Passman offers advice concerning: - The Copyright Royalty Board's latest decisions regarding online transmissions. - The developing new customs concerning new technologies such as streaming on demand, ringtones, and digital downloads. Passman also gives guidance on other fundamental issues such as how to: - Select and hire a winning team of advisors--personal and business managers, agents, and attorneys--and structure their commissions, percentages, and fees in a way that will protect you and maximize these relationships. - Master the big picture and the finer points of record deals. - Navigate the ins and outs of songwriting, music publishing, and copyright law. - Maximize concert touring and merchandising deals. Almost everyone in the music business, from musicians and songwriters to entertainment lawyers and record company executives, are scrambling to sort out what is going to happen next, and Passman is right in the thick of these changes. Here is a book for anyone interested in a music career: a comprehensive and crucial guide to making it in one of the world's most dynamic industries.

Gateways to Understanding Music explores music in all the categories that constitute contemporary musical experience: European classical music, popular music, jazz, and world music. Covering the oldest forms of human music making to the newest, the chronological narrative considers music from a global rather than a Eurocentric perspective. Each of sixty modular "gateways" covers a particular genre, style, or period of music. Every gateway opens with a guided listening example that unlocks a world of music through careful study of its structural elements. Based on their listening experience, students are asked to consider how the piece came to be composed or performed, how the piece or performance responded to the social and cultural issues at the time and place of its creation, and what that music means today. Students learn to listen to, explain, understand, and ultimately value all the music they may encounter in their world. FEATURES Global scope—Presents all music as worthy of study, including classical, world, popular, and jazz. Historical narrative—Begins with small-scale forager societies up to the present, with a shifting focus from global to European to American influences. Modular framework—60 gateways in 14 chapters allow flexibility to organize chronologically or by the seven recurring themes: aesthetics, emotion, social life, links to culture, politics, economics, and technology. Listening-guided learning—Leads to understanding the emotion, meaning, significance, and history of music. Introduction of musical concepts—Defined as needed and compiled into a Glossary for reference. Consistent structure—With the same step-by-step format, students learn through repeated practice how to listen and how to think about music. In addition to streamed audio examples, the companion website hosts essential instructors' resources.

Instrumental in turning musicians into moneymakers. The Complete Idiot's Guide® to the Music Business is written for every musician who needs to learn the business of music, as well as for all businesspeople entering the music industry. Author Michael Miller covers all the key business topics and reveals the wealth of job opportunities in the music industry from a business perspective. ?Covers finding an agent, negotiating contracts, publishing songs, collecting royalties, and promotion strategies ?Also covers such nonmusician industry careers as artist management, concert promotion, music production, and radio ?Features essential information on the new frontiers of electronic and online music

A guide to the music business and its legal issues provides real-world coverage of a wide range of topics, including teams of advisors, record deals, songwriting and music publishing, touring, and merchandising.

Discusses managers, contracts, copyright, and more

Introduction to the Music Industry: An Entrepreneurial Approach, Second Edition is an introductory textbook that offers a fresh perspective in one of the fastest-changing businesses in the world today. It engages students with creative problem-solving activities, collaborative projects and case studies as they explore the inner workings of the music business, while encouraging them to think like entrepreneurs on a path toward their own successful careers in the industry. This new edition includes a revised chapter organization, with chapters streamlined to focus on topics most important to music business students, while also maintaining its user-friendly chapter approach. Supported by an updated companion website, this book equips music business students and performance majors with the knowledge and tools to adopt and integrate entrepreneurial thinking successfully into practice and shape the future of the industry.

The music industry offers the opportunity to pursue a career as either a creative (artist, producer, songwriter, etc.) or as a music business "logician" (artist manager, agent, entertainment attorney, venue manager, etc.). Though both vocational paths are integral to the industry's success, the work of calling songs into existence or entertaining an audience differs from the administrative aspects of the business, such as operating an entertainment company. And while the daily activities of creatives may differ from those of the music business logician, the music industry careerist may sense a call to Career Duality, to work on both sides of the industry as a Career Dualist, a concept this book introduces, defines, and explores in the context of the music industry. This new volume speaks to the dilemma experienced by those struggling with career decisions involving whether to work in the industry using their analytical abilities, or to work as a creative, or to do both. The potential financial challenges encountered in working in the industry as an emerging artist may necessitate maintaining a second and simultaneous occupation (possibly outside the industry) that offers economic survival. However, this is not Career Duality. Likewise, attending to the business affairs that impact all creatives is not Career Duality. Rather, Career Duality involves the deliberate pursuit of a dual career as both a music industry creative and music business logician, which is stimulated by the drive to express dual proclivities that are simultaneously artistic and analytical. By offering a Career Duality model and other constructs, examining research on careers, calling, authenticity and related concepts, and providing profiles of music industry dualists, this book takes readers on a journey of self-exploration and offers insights and recommendations for charting an authentic career path. This is a practical examination for not only music industry professionals and the entertainment industry, but for individuals interested in expressing both the analytical and artistic self in the context of career.

This book addresses the neglect of visual creativities and content, and how these are commercialised in the music industries. While musical and visual creativities drive growth, there is a lack of literature relating to the visual side of the music business, which is significant given that the production of meaning and value within this business occurs across a number of textual sites. Popular music is a multimedia, discursive, fluid, and expansive cultural form that, in addition to the music itself, includes album covers; gig and tour posters; music videos; set, stage, and lighting designs; live concert footage; websites; virtual reality/augmented reality technologies; merchandise designs; and other forms of visual content. As a result, it has become impossible to understand the meaning and value of music without considering its relation to these visual components and to the interrelationships between them. Using design culture theory, participant observation, interviews, case studies, and a visual methodology to explore the topic, this research-based book is a valuable study aid for undergraduate and postgraduate students of subjects including the music business, design, arts management, creative and cultural industries studies, business and management studies, and media and communications.

The Music Business and Recording Industry is a comprehensive music business textbook focused on the three income streams in the music industry: music publishing, live entertainment, and recordings. The book provides a sound foundation for understanding key issues, while presenting the latest research in the field. It covers the changes in the industry brought about by the digital age, such as changing methods of distributing and accessing music and new approaches in marketing with the Internet and mobile applications. New developments in copyright law are also examined, along with the global and regional differences in the music business.

This anthology to accompany *Gateways to Understanding Music* is comprised of musical "texts." These broadly defined texts—primarily musical scores—facilitate the integration of score study and music theory into the ethno/musicology curriculum, a necessary focus in the training of the professional musician. As posed by the textbook, the last question in each modular "gateway" is "Where do I go from here?" This resource provides one more opportunity to go beyond the textbook to examine music scores and texts in even greater depth. This anthology is a combination of primary sources for study: musical scores and music transcriptions, along with a few primary source documents and musical exercises.

In today's fast-moving music industry, what does it take to build a life-long career? Now more than ever, all those working in music need to be aware of many aspects of the business, and take control of their own careers. *Understanding the Music Business* offers students a concise yet comprehensive overview of the rapidly evolving music industry, rooted in real-world experiences. Anchored by a wealth of career profiles and case studies, this second edition has been updated throughout to include the most important contemporary developments, including the advent of streaming and the shift to a DIY paradigm. A new "Both Sides Now" feature helps readers understand differing opinions on key issues. Highly readable, *Understanding the Music Business* is the perfect introduction for anyone seeking to understand how musical talents connect to making a living.

The music industry has changed, and there has never been a greater time for independent artists to build a community of followers and fans through the myriad of new media tools available to them. As an independent musician, developing a profitable and sustainable music career is more realistic today than it has ever been in the past. However, in order to take advantage of the opportunities at hand, it is vital for career-minded musicians to understand the changes that the industry has gone through, and how that impacts their approach. Then, they must determine a career course for themselves and act on the best information available to them. First, *The New Music Industry: Adapting, Growing, and Thriving in The Information Age* explains exactly how the music industry has changed, and the 11 components it is divided into today. These 11 components include: engagement, campaigns, community, collaboration, vinyl records, social media, video, radio, touring, music licensing & placements, and streaming sites. The industry is clearly more complex than it used to be, and has more moving pieces than ever before. Not only that, but the music business continues to morph, and the future is sure to bring more changes. Understanding the bigger picture is the first step to clarifying one's thinking, and developing a much needed career focus. Then, the book explains what the information age represents for artists. With the industrial age firmly in the past, the implications are far reaching. It isn't just jobs and pension programs that have been affected. Artists of every kind have also been witnesses to the effects of the massive transition into a new age. Whether it's online or offline, there are many things competing for people's attention, and cutting through the noise has become the new motto for businesses and musicians alike. The key to adapting, growing and thriving in the information age lies in a willingness to experiment and to change. Human nature is to resist the inevitable, but this inclination will not serve musicians in the age we find ourselves in. The information age is about observing trends, keeping a finger on the pulse of rapid technological advancement, and being agile and flexible enough in your approach to change when necessary. Failing to adapt could mean getting left behind, and we have seen many organizations and individuals fall from grace for this very reason. This book then walks musicians through the foundational aspects of music marketing, touring & live performance, radio, music instruction, blogging, podcasting, email marketing, social media, video marketing, and more. These are the essential elements of every music career, and are also necessary parts of building a presence online. A musician's online presence supports their offline presence and vice versa. However, it's unwise to rely on one or the other. The information age is the meaningful

convergence of personal connection and viral marketing. Musicians can also delve into personal development and business concepts that will enable them to approach their music careers with a success mindset. Many people find that they have mindset issues to deal with as they grow and become the people they need to in order to achieve what they want to. Without the right mindset, the right strategies can fail. Handling the mental aspect of setting goals and working towards their accomplishment is critical to one's ultimate success. The New Music Industry also documents many of the mistakes made by its author, David Andrew Wiebe, and what he learned from his many music career missteps and errors. Refreshingly honest and practical, Wiebe offers independent musicians an insider's view into what it means to build a career of their dreams in their chosen field. The book is packed with actionable insights and tips that will aid musicians in their pursuit to profit from their passion. Wiebe draws on over a decade of experience in the music industry.

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.

(Berklee Press). For unsigned musicians, it is vital to long-term success to sign a contract with a record label. However, preparing your music, targeting a label, and getting your demo into the hands of someone who will listen is challenging, if you don't know where to start. Getting Signed! , by record industry veteran George Howard, guides you through the maze of today's music industry, and will help you move your demo to the top of the stack. Even if you are not yet ready for a record deal, it will help you assemble a team that will make sure your music gets heard by as many people as possible. "The next time an aspiring recording artist comes to us for advice, we'll advise them to read this book first. George Howard really knows what he's talking about." Chris Franz and Tina Weymouth, members of Talking Heads and Tom Tom Club

(Berklee Press). Get organized, and take charge of your music projects! This book will help you harness your creativity into clear visions and effective work plans. Whether you are producing a recording, going on tour, developing a studio, launching a business, running a marketing campaign, creating a music curriculum, or any other project in the music industry, these road-tested strategies will help you to succeed. Music projects come in all sizes, budgets, and levels of complexity, but for any project, setting up a process for planning, executing, and monitoring your work is crucial in achieving your goals. This book will help you clarify your vision and understand the work required to complete it on time, within budget, and to your highest possible quality standard. It is a comprehensive approach, with hundreds of music industry-specific tools for keeping your work on track, mitigating risk, and reducing stress, so that you can complete your project successfully. You will learn to: develop work strategies; delegate tasks; build and manage teams; organize your project office; develop production schedules; understand and organize contracts; analyze risk; and much more.

Offering straightforward information and insights for musicians of all level of experience, a thoroughly revised handbook provides up-to-date guidelines on music industry trends, details on pricing and legal issues in the digital age, how-to tips for do-it-yourself and independent musicians, and tips on royalties, advances, live performances, merchandising, and more. Original.

Whether you want to be a singer, rapper, DJ, producer, manager, executive, promoter, etc. this book IS your go to, kick in the ass, strategy guide for making big breakthroughs and next level success in the music industry.

Create, Produce, Consume explores the cycle of musical experience for musicians, professionals, and budding entrepreneurs looking to break into the music industry. Building on the concepts of his previous book, Making Money, Making Music, David Bruenger provides readers with a basic framework for understanding the relationships between the artist and audience and the producer consumer by examining the methods underlying creation-production-reception and creation-consumption-compensation. Each chapter offers a different perspective on the processes and structures that lead listeners to discover, experience, and interact with music and musical artists. Through case studies ranging from Taylor Swift's refusal to allow her music to be streamed on Spotify to the rise of artists supported through sites like Patreon, Bruenger offers highly relevant real-world examples of industry practices that shape our encounters with music. Create, Produce, Consume is a critical tool for giving readers the agile knowledge necessary to adapt to a rapidly changing music industry. Graphs, tables, lists for additional reading, and questions for further discussion illustrate key concepts. Online resources for instructors and students will include sample syllabi, lists for expanded reading, and more.

It's no secret that the music industry has changed substantially over the past several years, and will likely continue to change for many years to come. Now more than ever it's vital that musicians become familiar with the rights they have in their music and how they can make money in this digital world. "The Straightforward Guide to the Music Biz" is a must-read for anyone looking for a clear, simple, and concise overview of how the music industry is organized and the typical contracts musicians will encounter. Music moves through time; it is not static. In order to appreciate music we must remember what sounds happened, and anticipate what sounds might come next. This book takes you on a journey of music from past to present, from the Middle Ages to the Baroque Period to the 20th century and beyond!

This insider guide discloses the hidden dynamics and often unfortunate consequences of what really happens when a deal is prepared, contracts are signed, and promises are made--and alerts musicians, attorneys, songwriters, and anyone else interested in the music business to the potent dangers lurking beneath the surface of this incredibly competitive industry.

With an example-driven, hands-on approach, New Channels of Music Distribution offers a practical, comprehensive study of the music industry's evolving distribution system. While paying careful attention to the variables that impact success, C. Michael Brae examines the functionality and components of music distribution, as well as the music industry as a whole. This book is a one-stop guide and resource for all musicians, performers, songwriters, and label owners in understanding all the elements and efficiency of music distribution. Through its hands-on exploration of the music business, this book provides insightful strategies for executing marketing, radio, retail campaigns, and much more. Here you will find: * Specific DIY methods and strategies for distributing music throughout every platform possible * Case studies and discussions highlighting wholesale and retail markups, pricing strategies, major chains, rack jobbers, one-stops, mom and pop stores, and other retail outlets * Tips on how to incorporate retail distribution networks supporting Soundscan and employ marketing techniques using cutting-edge web technology * Distribution methods and promotion tactics to help you increase an effective "sell-through" on your music An accompanying website

(www.routledge.com/cw/brae) features examples of distribution, licensing, and co-publishing agreements, sample Midem charts,

sample proposals, quiz questions, web links and key terms.

With National Socialism's arrival in Germany in 1933, Jews dominated music more than virtually any other sector, making it the most important cultural front in the Nazi fight for German identity. This groundbreaking book looks at the Jewish composers and musicians banned by the Third Reich and the consequences for music throughout the rest of the twentieth century. Because Jewish musicians and composers were, by 1933, the principal conveyors of Germany's historic traditions and the ideals of German culture, the isolation, exile and persecution of Jewish musicians by the Nazis became an act of musical self-mutilation. Michael Haas looks at the actual contribution of Jewish composers in Germany and Austria before 1933, at their increasingly precarious position in Nazi Europe, their forced emigration before and during the war, their ambivalent relationships with their countries of refuge, such as Britain and the United States and their contributions within the radically changed post-war music environment. /div

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