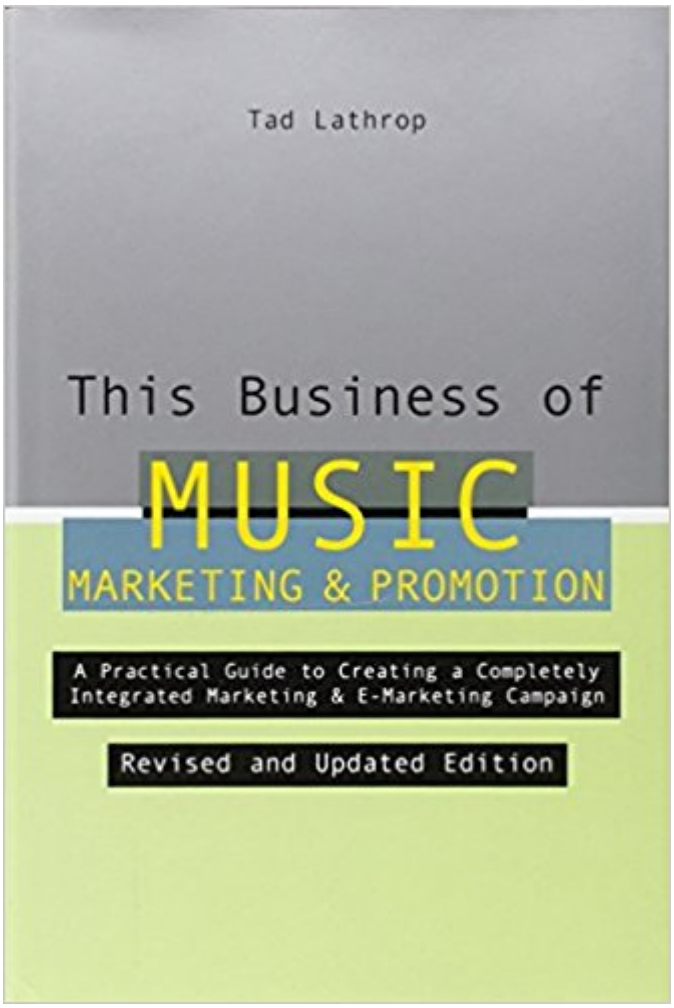
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This Business Of Music Marketing And Promotion, Revised And Updated Edition



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Synopsis

The maxim in the music industry has always been Ã¢â ¬Å“You canÃ¢â ¬â„¢t make it on talent alone,Ã¢â ¬Â• and with This Business of Music Marketing & Promotion, you donÃ¢â ¬â„¢t have to.In language that is simple and direct, author Tad Lathrop details promotional skills, publicity plans, royalty guidelines, and more, all supported by real-life examples. He shows how the Web and other technological developments have revolutionized not only how music is made, but how it is marketed and promoted. The old rules still applyÃ¢â ¬â •create a marketing plan, know your copyrights, be familiar with the laws of commerceÃ¢â ¬â •but there are a host of new ones as well, along with new strategies on how to give your recording the exposure it deserves. This streamlined, reorganized, and updated edition features an all-new chapter (Ã¢â ¬Å“Twenty-Five Profile-Building Ideas to Use Right NowÃ¢â ¬Â•), which will help readers get a running start in the recording business. TheyÃ¢â ¬â„¢ll also find completely updated material about Internet sales and promotion techniques, the latest information available on integrated marketing and e-marketing strategies, and brand-new listings of information resources.

Book Information

Series: This Business of Music: Marketing & Promotion

Hardcover: 308 pages

Publisher: Billboard Books; 1st edition (October 1, 2003)

Language: English

ISBN-10: 0823077292

ISBN-13: 978-0823077298

Product Dimensions: 6.4 x 1 x 10.8 inches

Shipping Weight: 1.5 pounds (View shipping rates and policies)

Average Customer Review: 3.5 out of 5 stars 28 customer reviews

Best Sellers Rank: #207,036 in Books (See Top 100 in Books) #94 inÃ Â Books > Business & Money > Industries > Performing Arts #100 inÃ Â Books > Arts & Photography > Music > Business #127 inÃ Â Books > Arts & Photography > Music > Recording & Sound

Customer Reviews

Thorough, well-written, logically presented, useful, insightful ... the definitive career guide and teaching aid for anyone interested in building an effective presence in the music industry. -- Roy Gattinella, Vice-President, Marketing and Sales, EMI-Capitol Entertainment --This text refers to an out of print or unavailable edition of this title.

Tad Lathrop has written and edited music and marketing materials for a host of companies and publishers, including SonicNet and Launch. He lives in Oakland, CA.

I have read every other music business book published by Billboard Press and have always been highly impressed by the quality and content of their books. This book, however, should never have been published. Written by 2 people who have never worked in any substantial capacity for a record label, the information contained in this book is often misguided and misinformed. There is little information that will be of use to any band without a record deal, and if you are a signed act, following the advise in this book can get you dropped from your label. The section about merchandising (tee shirts, stickers, etc.) is particularly odd: we all know how merchandising can be a fantastic promotional tool for musicians, not to mention a great source of income. The authors talk about none of that. They instead choose to discuss why an act should never let a venue make the merchandise. Does this sound like information that can help you? Do yourself a favor, don't even think about buying this book. Instead, purchase books that will give you a wealth of useful information, such as any other book published by Billboard Press (especially from author Daylle Deanna Schwartz (by far my favorite author on the music business),and the king of all music biz books "This Business of Music" by Krasilovsky and Shemel). If you are after a really fantastic music marketing and promotion book, Allworth Press publishes a book by Jodi Summers ("Making and Marketing Music") that will actually help your career rather than do irreparable damage to it.

The book wasn't bad. It just didn't seem to have anything in it that was really a new idea to me, and it contained a number bits that made me suspect the amount of real world experience the author has. For example, the book begins describing the record company marketing process with a (fictional) story about a blues-rock band getting big in Tampa and getting signed to a national label, who then markets their record with a full blown campaign directed at 18-50+ males and females, choosing a 12-bar ballad about an African tribe forced into slavery as the single, and producing a master run of 1,000 copies of the album for national distribution. Now, I'm just a wannabe musician playing in a crappy rock band in Austin, but if that's the kind of marketing campaign that makes platinum records, I have a feeling I can revolutionize the industry.There's some useful information to be had in the book, but nothing I hadn't already found out as an active musician who tries to keep his eyes open . I highly recommend Donald Passman's book over this one - a more detailed summary by a guy that seems to know first hand what he's talking about.

I bought this book because of how affordable it was used, it might have been relevant when it was published however now all of the information published, especially with regard to social media is outdated and/or easily found for free in music marketing blogs. I hoped at least the music industry information would be helpful, but it’s only a brief synopsis. For example, it talks about press releases without providing any in depth examples or instructions on writing one. That’s just one example however. If you know nothing about the music industry I guess it might be helpful, but most of this information is already available for free on the internet.

In this day and age of "YOU BETTER DO IT YOURSELF" for no one else can afford to do it with you; ie: the fear and parrelization set in by the new world music on the internet and what it’s done to the slow moving, almost obsolete Biz structure of the MAJOR labels, THIS BOOK is a MUST. It’s the first one I’ve read that covers everything you need to know to get your tunes out into the world by yourself if you have the drive to do so...It’s tremendously detailed in every area of the biz ....It’s my new MARKETING bible...THANKS!!Michael Brandmeier[...]

Quick delivery and the text was just as advertised. Saved me a decent chunk of change

A great read to get advice and make sure to avoid being crewed over. Also helps to inspire new ways and teaches traditional ways of marketing and promoting your artist and music

nice

When I read scathing reviews of books such as the reivew of this book, by DAVID from NYC, I wonder about two things: 1) Did they read the same book I read, and 2) What hidden agenda do they have? I found that this book provides a one-stop reference manual for music enthusiasts of all levels, including record producers, recording artists, business managers, entertainment executives, Web designers, and multimedia developers. It divulges the specifics of making and marketing music, from conceiving an idea to working with a record company to designing and distributing a finished product. I love this book! And I don’t trust David of NYC. Sorry.

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