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That's A Rap! A Music Industry Sourcebook For Generation Next



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Synopsis

The Book: ThatÃ¢â ¬â„¢s a Rap! Ã¢â ¬â œ A Music Industry Sourcebook for Generation Next The music business can be an intimidating and misleading thing for young people to try to understand. Ã¢â ¬Å“ThatÃ¢â ¬â„¢s a Rap!Ã¢â ¬â œ A Music Industry Sourcebook for Generation Next", written by Producer Thomas Demerritte, is one of the first books written specifically for todayÃ¢â ¬â„¢s youth to give them a better appreciation of the music industry. Readers will be surprised to find out that most people who work in the music business canÃ¢â ¬â„¢t sing or play a note of music! These behind-the-scenes music careers are the ones that last the longest, and this book will show you why. Ã¢â ¬Å“ThatÃ¢â ¬â„¢s a Rap!Ã¢â ¬Â• also explores the history of hip-hop, teaches about social responsibility in music and introduces the author's P.L.E.D.G.E. Principle to young readers who are considering music industry careers. With the steady decline in the measured reading skills of many urban youth (particularly among African American males), this book is designed to provide them with reading material that is interesting to them. This book feeds their attraction and fascination for hip-hop music and what they believe they know about the music industry. However, Ã¢â ¬Å“ThatÃ¢â ¬â„¢s a Rap!Ã¢â ¬Â• will be an eye-opening experience for many young readers as they will quickly see that all is not what it seems to be in the business! The book explores concepts like: why the artist is usually the last person to get paid for much of the work he does on his CD, the money-making strategies secretly at work when hip-hop artists Ã¢â ¬Å“feudÃ¢â ¬Â• with each other, why many powers that be are hesitant to end destructive portrayals of hip-hop culture, and why new artists may often be better off initially by selling their own CDs. All-in-all Ã¢â ¬Å“ThatÃ¢â ¬â„¢s a Rap! Ã¢â ¬â œ A Music Industry Sourcebook for Generation NextÃ¢â ¬Â• gives youth an opportunity to read an interesting and relevant book that is laid out in an easy to read style. This book was written to fill a critical need for books that teach reading skills while providing knowledge of a multifaceted but misunderstood occupation that is the music business. Ã¢â ¬Å“ThatÃ¢â ¬â„¢s a Rap!Ã¢â ¬Â• is foreworded by internationally known hip-hop impresario DJ Khaled, whose tireless charity work for kids in the South Florida area places him in frequent contact with Demerritte to collaborate on various projects to benefit at-risk youth. This book is ideal for language arts instructors, parent-teacher associations, libraries, literary circles, parent-student book chats, in-school reading clubs, music schools, social service agencies, youth development programs, employment training programs, book clubs catering to adults with children, chain book stores located in urban areas, Afrocentric book shops, career fairs, and book festivals. Further information about this book can be obtained by visiting the website at www.thatsarapbook.com. Information about the nonprofit ADMIT Program, which will be the first

organization to use this book as a textbook for students, can be obtained at www.theadmitprogram.org and www.theadmitprogram.com.

Book Information

File Size: 14741 KB

Print Length: 88 pages

Publication Date: March 23, 2013

Sold by:Ã Â Digital Services LLC

Language: English

ASIN: B00C0E872M

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Screen Reader: Supported

Enhanced Typesetting: Enabled

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