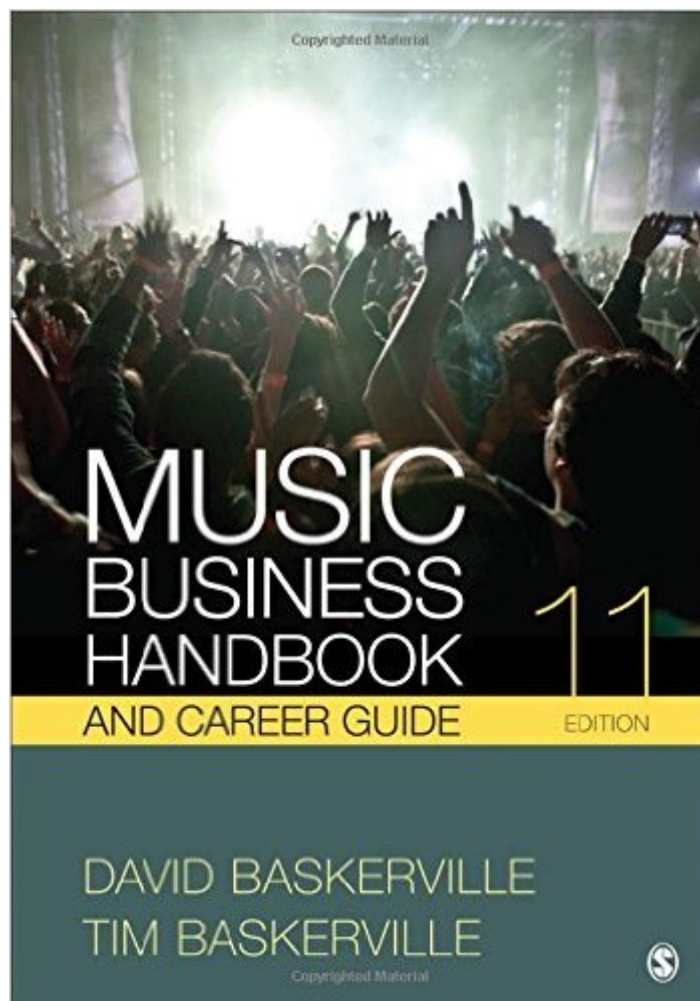


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Music Business Handbook And Career Guide



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.

Book Information

Series: Music Business Handbook and Career Guide

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Customer Reviews

This is a truly excellent book! As more and more colleges and universities are starting to teach courses in Music Business, Music Entrepreneurship, etc. this book is truly answering the call for an academic study of the "Music Industry." The closest substitute to this textbook would be All You Need to Know About the Music Business: Eighth Edition. However, this book is more of a nonfiction book for the curious reader at Barnes and Noble. "Music Business Handbook" offers greater depth and a wider perspective. I appreciate how this looks at both the "classical" and "mainstream"

industries in music and also has great online tools to enhance learning. I have adopted this textbook for my classes in Music Business and Leadership. After perusing a handful of books, this one easily rises to the top. If teaching in a classical music-based institution, I've found that Beyond Talent: Creating a Successful Career in Music is an excellent complement to this textbook.

Great book

HIGHLY INFORMATIVE & RELEVANT!!!

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