



## Music Business Handbook and Career Guide (Hardback)

By David Baskerville, Timothy Baskerville

SAGE Publications Inc, United States, 2013. Hardback. Condition: New. 10th Revised edition. Language: English . Brand New Book. The special Tenth Edition of this powerhouse bestselling text maintains its tradition as the most comprehensive, up-to-date guide to the music industry. The breadth of coverage that this book offers is unlike that of any other resource available. Music business newcomers and professionals alike will find the book a valuable resource, whatever their specialty within the field music. It is ideal as the core textbook in courses dealing with the music business. Key features includes: \* expanded and enhanced coverage of state-of-the-art technology and its implications for the music industry, including digital downloads, changing production technologies, marketing via social networking, and new distribution channels including video games \* new business models and their implications including the topics of Internet outlets, the independent musician, the evolving role of producers, and satellite and Internet radio \* updated information on careers \* coverage of alternatives to radio airplay and to luring teens to local record stores, in light of the weakened format of radio and the disappearance of neighborhood music shops \* examination of sophisticated marketing research tools for the industry, due to consumer clicks...



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