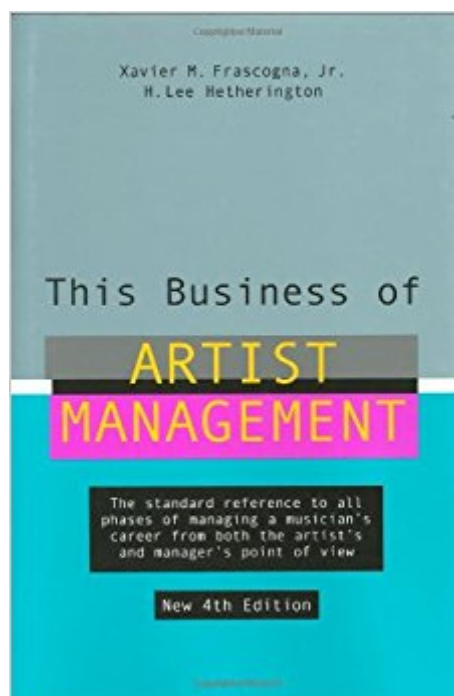




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This Business Of Artist Management: The Standard Reference To All Phases Of Managing A Musician's Career From Both The Artist's And Manager's Point Of View



Synopsis

This authoritative reference on artist management in the music industry is the standard for all phases of managing a musician's career from both the artist's and manager's point of view. This substantially updated edition covers the major changes that have transformed the business world and music industry over the past six years. Particular emphasis is given to the impact of the Internet, including the MP3 controversy and its lingering ramifications, copyright licensing on the Web, navigating trade identity issues on the Net, domain names, and the high-tech fight against cyberpiracy. Included are real-world examples-as well as new interviews with top booking agents, personal managers, concert promoters, record company executives, road managers, and artists. For aspiring and professional managers in the music/entertainment field as well as musicians, music publishers, and record company personnel Winner of the prestigious ASCAP Deems Taylor Award for excellence in music publishing This replaces 0-8230-7705-5, which sold more than 25,000 copies

Book Information

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Customer Reviews

Xavier M. Frascogna and H. Lee Hetherington are both successful attorneys and the coauthors of Negotiation Strategy for Lawyers (1-570-73891-2) and This Business of Internet Law (0-8230-7735-7). They are based in Jackson, MS.

Great book.

Good text for those looking to get into the artist management business.

Great

This is a good informative book. Only problem is the telling of a story in almost every situation. But if you're thinking about being a Manager or being managed then this is a great start.

This is an easy read, with sage, yet dated, advice. If the authors were to release a 5th edition, I would definitely give it a full 5 stars.

I'll start off by saying I've been working in live sound for years and been a performer for longer. On top of being a very good describer of roles and key issues around industry careers the author (Xavier) explains in very precise detail what is involved from the start of a band to the high points. It is realistic and not out there in the clouds about managing "The Rolling Stones." Although this deals with management it is great for people interested in the industry. I speak highly of this book because I've had paid (at .com) for books with 10% of the information in this book for [money]. Get this book and "This Business of Music" M. William Krasilovsky, these are great resources for the beginning to advanced people of knowledge of the industry. Also I must mention (what the description doesn't) that the book has sample contracts in the back that are very good.

This is yet another book I had to buy for my Recording Industry curriculum - you guessed it, an Artist Management class. This book breaks it down in an easy-to-understand manner while also achieving to not come off as a "Artist Management for Dummies" kind of thing. If you're serious about artist management, or just curious to how things work, buy this. It's practical and gives helpful hints on what you'd need at different stages of an artist's career.

A decent primer for a completely inexperienced beginner, but it hardly goes past what anyone with basic perception & common sense would already know. And the new edition is deceptive, too - the guy still talks about sending "demo cassettes" - it's pretty sad that they can't even update that basic of a detail. I'd STRONGLY recommend opting for 'All you need to know about the music business' by Donald Passman - it's infinitely more detailed & helpful, and is a very easy, yet informative read - you can get as much or as little out of it as you need.

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