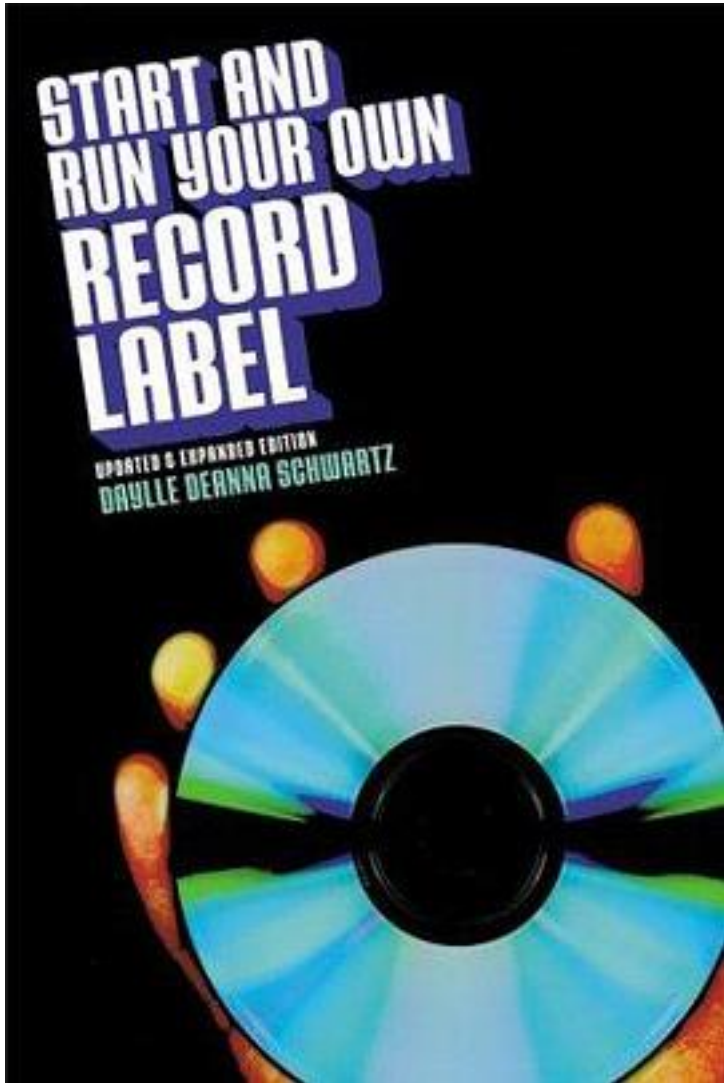


Start and Run Your Own Record Label, Revised and Expanded Edition



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"Daylle Deanna Schwartz has conveniently packaged all you need to know to start your own record label in a very reader-friendly new edition. What took me over ten years to learn the hard way has been easily explained in Start & Run Your Own Record Label. If you're thinking about competing in the often-treacherous world of independent record labels, arm yourself with this book." — RYAN KUPER, Redemption Records

In its first edition, Start and Run Your Own Record Label was an authoritative resource for anyone who ever dreamt of building their own record business from the ground up. Comprehensive, informative, practical, and accessible, the book covered every aspect of setting up, owning, and operating a record label.

Since the publication of that edition, the music industry has witnessed a new era for independent record labels. While not profoundly different, new technology has made it easier and more affordable for practically anyone to record their own music at home and to sell it online and at performances. As a result, increasingly more musicians are finding it easier to achieve their musical goals.

In the Updated and Expanded edition, new chapters are included to address such issues as resources for the business end of running a record label, getting exposure, exploring alternative markets for all genres of music, and maximizing the use of the Internet. In addition, all chapters are rewritten and more interviews with cutting edge experts on today's music market have been added.

作者介绍:

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