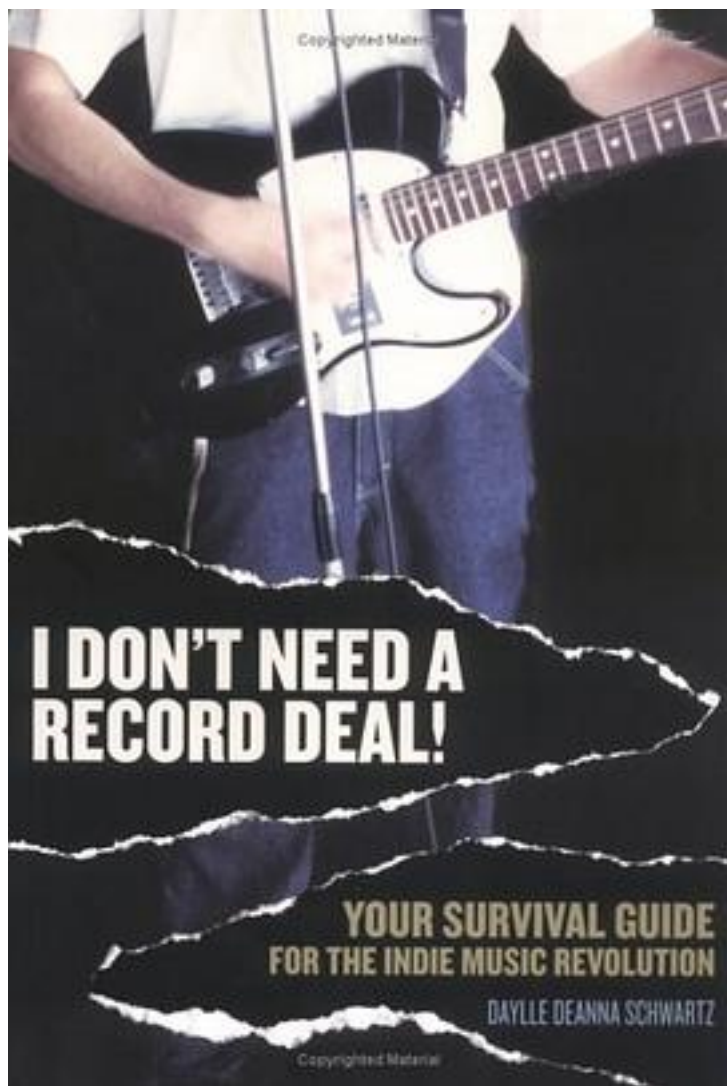


I Don't Need A Record Deal!



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Thousands of people want to be recording stars, but lack a deal with a record label. While today's musicians have all the tools they need to build a recording career on their own - pro-tools for inexpensive recording and home recording, marketing on the internet, and opportunities to license their music for use in films, television, advertising, and videogames - they don't always have the skills to use them. I DON'T NEED A RECORD DEAL! is a completely comprehensive step-by-step guide to the new world of independent recording. Drawing on interviews from over 100 musicians and industry pros, Schwartz shows readers how to put out a CD and market it through the media, radio, clubs and retail. But more importantly, she shows musicians how to create a business around music and to develop opportunities for earning a living. Truly a survival guide for novice and professional musicians alike, I DON'T NEED A RECORD DEAL! brings information on developing one's own independent music career together, adding new resources, and taking the reader into the future of music.

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目录:

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