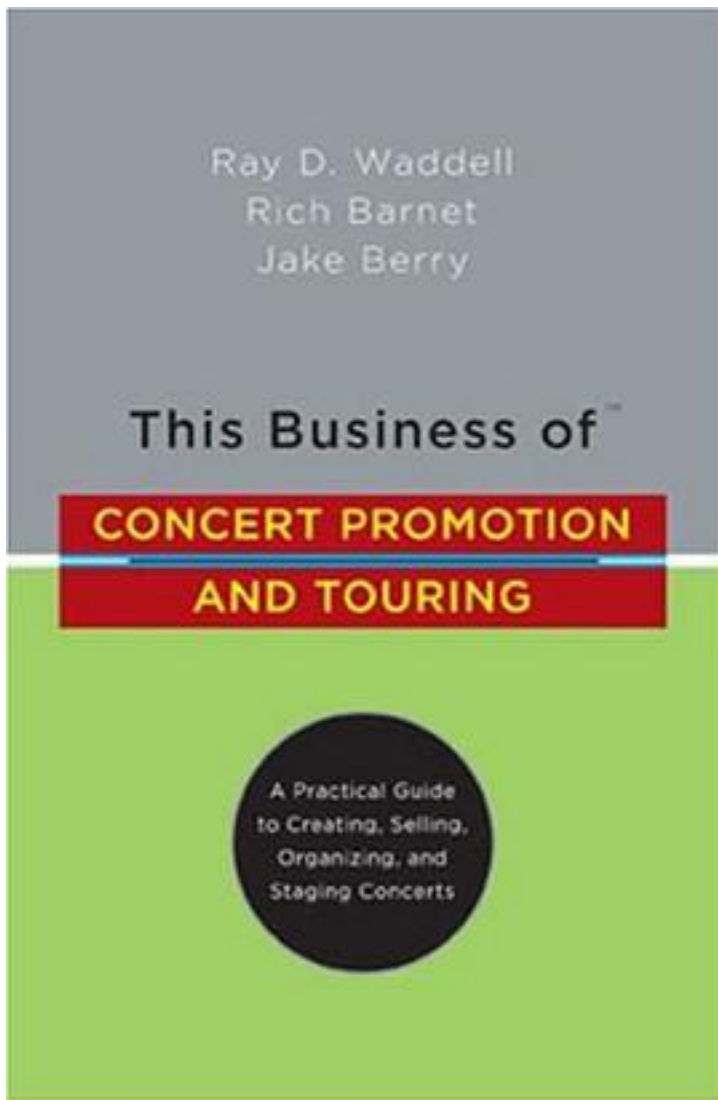


This Business of Concert Promotion and Touring



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"This Business of[trademark] Concert Promotion & Touring" is a practical guide to creating, selling, organising and staging concerts. It's a nuts and bolts book that addresses not only the business side of concert promotion, but the technical and artistic sides as well. This is a title geared towards all audiences, from amateur to professional musicians, concert promoters, venue owners and managers, college student activities committee members and advisors, cultural arts organisations, fundraising organisations and, of course, university and music school students and libraries.

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