

Succeeding in Music



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Written for both musicians and musical entrepreneurs, this user-friendly guide spells out the fundamentals of business, finance and marketing for the music world. You'll learn how to take a strategic approach to all aspects of doing business in music, from product development and pricing to surviving the industry's renowned competitive environment. Whether you're starting or strengthening your music career, you'll see why you need a business plan - and how to put yours into action. Features a foreword by John McEuen, founding member of the Nitty Gritty Dirt Band, and also includes a CD-ROM with checklists, resources and templates for planning and managing your career.

作者介绍:

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