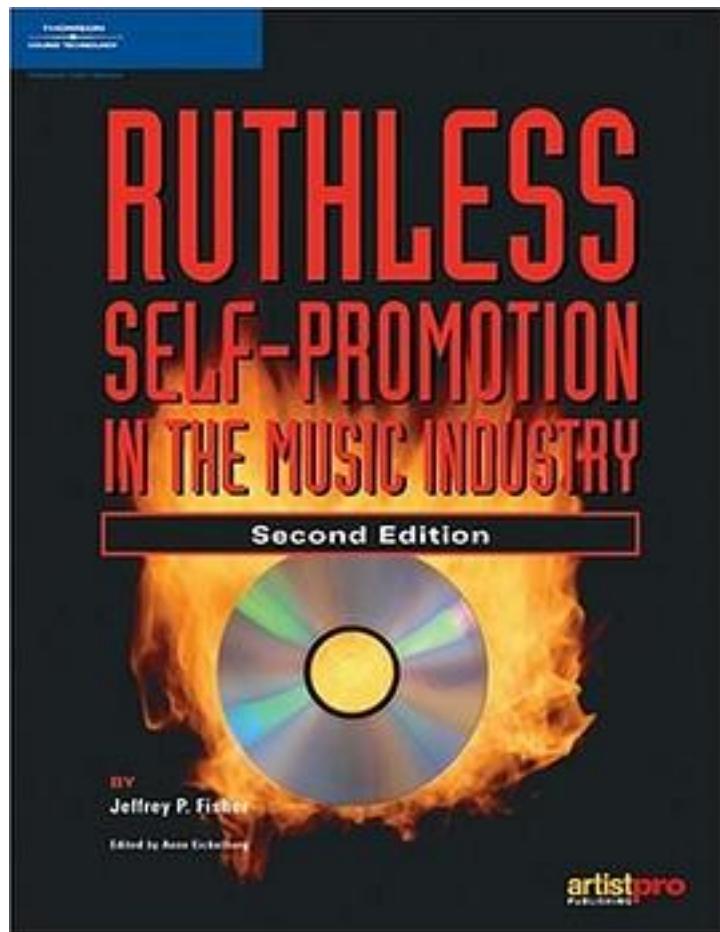


# Ruthless Self-Promotion in the Music Industry, Second Edition



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Despite the ever-changing nature of the music industry, one constant remains: you must become a ruthless promotion fanatic to achieve success. There are no quick fixes

or shortcuts to fame and fortune in the music business. But if you truly desire success and are dedicated to putting your time, energy, money, patience, and talent to the task, you can achieve the notoriety you desire...if you learn the art of ruthless self-promotion. "Ruthless Self-Promotion in the Music Industry, Second Edition" is not a book about how to compose, play, or produce music; it's the key to the magic formula for building your music career, reaching your goals, and achieving what you want, need, and feel you deserve. Effective promotion is a journey that never ends, and you will find yourself returning to this comprehensive, up-to-date reference again and again as you pursue your musical goals.

## 作者介绍:

Jeffery P. Fisher provides audio, video, music, writing, training, and media production services. He also teaches audio and video production at the College of DuPage in Glen Ellyn, Illinois, and writes extensively about music, sound, and video for print and the Web. He is the author of eight books, including Instant Sound Forge, Moneymaking Music, Ruthless Self-Promotion in the Music Industry, and Profiting from Your Music and Sound Project Studio.

## 目录:

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