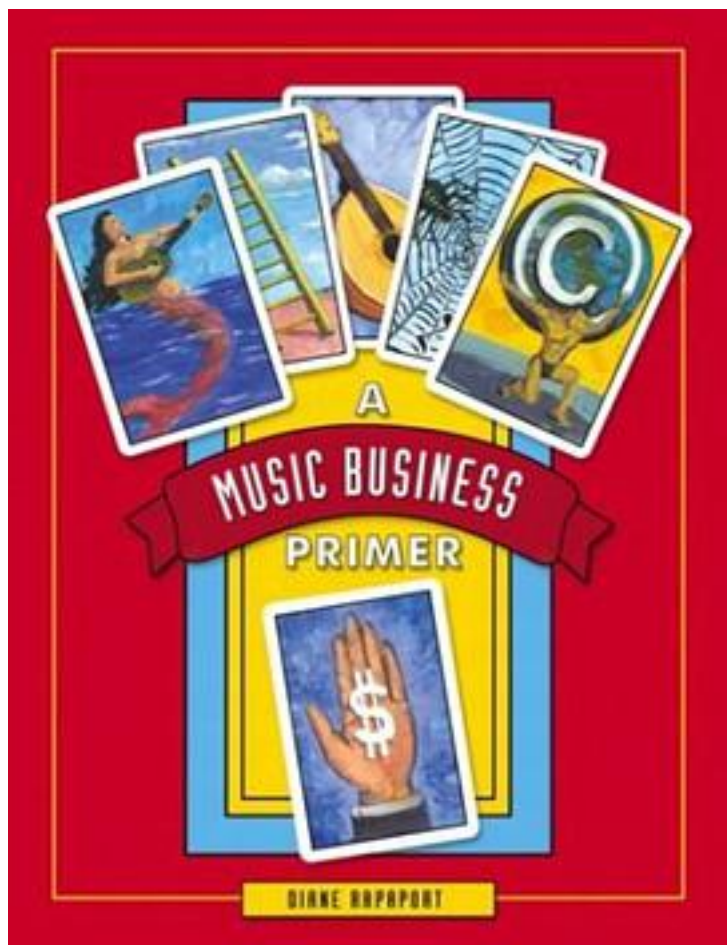


Music Business Primer



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著者:Diane Sward Rapaport

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For an introductory course in Music Business and Music Industry. Drawing heavily from the experience of music industry professionals, this comprehensive primer guides students through every aspect of the music business--ranging from songwriting,

recording, and performing, to copyright law, record labels, marketing and promotion, and more. Detailed interviews introduce students to those professionals--such as managers, booking agents, lawyers, producers, publishers, and others--that play crucial roles in the music industry and in the lives of artists.

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