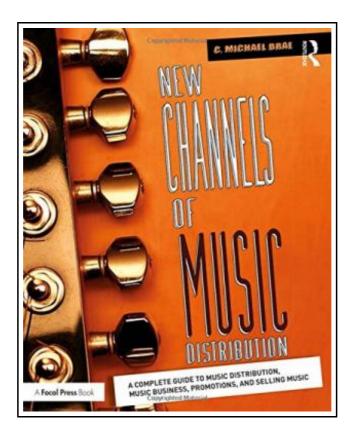
New Channels of Music Distribution: Understanding the Distribution Process, Platforms and Alternative Strategies (Paperback)



Filesize: 3.01 MB

Reviews

This ebook is great. It typically will not expense a lot of. You will not sense monotony at at any moment of your own time (that's what catalogs are for about when you question me). (Shaniya Torphy PhD)

NEW CHANNELS OF MUSIC DISTRIBUTION: UNDERSTANDING THE DISTRIBUTION PROCESS, PLATFORMS AND ALTERNATIVE STRATEGIES (PAPERBACK)



Taylor Francis Ltd, United Kingdom, 2017. Paperback. Condition: New. Language: English . Brand New Book. With an example-driven, hands-on approach, New Channels of Music Distribution offers a practical, comprehensive study of the music industry s evolving distribution system. While paying careful attention to the variables that impact success, C. Michael Brae examines the functionality and components of music distribution, as well as the music industry as a whole. This book is a one-stop guide and resource for all musicians, performers, songwriters, and label owners in understanding all the elements and efficiency of music distribution. Through its hands-on exploration of the music business, this book provides insightful strategies for executing marketing, radio, retail campaigns, and much more. Here you will find: Specific DIY methods and strategies for distributing music throughout every platform possible* Case studies and discussions highlighting wholesale and retail markups, pricing strategies, major chains, rack jobbers, one-stops, mom and pop stores, and other retail outlets* Tips on how to incorporate retail distribution networks supporting Soundscan and employ marketing techniques using cutting-edge web technology* Distribution methods and promotion tactics to help you increase an effective sell-through on your music An accompanying website (features examples of distribution, licensing, and co-publishing agreements, sample Midem charts, sample proposals, quiz questions, web links and key terms.

- Read New Channels of Music Distribution: Understanding the Distribution Process, Platforms and Alternative Strategies (Paperback) Online
- Download PDF New Channels of Music Distribution: Understanding the Distribution Process, Platforms and Alternative Strategies (Paperback)

You May Also Like



Everything Ser The Everything Green Baby Book From Pregnancy to Babys First Year An Easy and Affordable Guide to Help Moms Care for Their Baby And for the Earth by Jenn Savedge 2009 Paperback

Book Condition: Brand New. Book Condition: Brand New.

Download ePub »



Games with Books: 28 of the Best Childrens Books and How to Use Them to Help Your Child Learn - From Preschool to Third Grade

Book Condition: Brand New. Book Condition: Brand New.

Download ePub »



Games with Books: Twenty-Eight of the Best Childrens Books and How to Use Them to Help Your Child Learn - from Preschool to Third Grade

Book Condition: Brand New. Book Condition: Brand New.

Download ePub »



Joey Green's Rainy Day Magic: 1258 Fun, Simple Projects to Do with Kids Using Brand-name Products

Fair Winds Press, 2006. Paperback. Book Condition: New. Brand new books and maps available immediately from a reputable and well rated UK bookseller - not sent from the USA; despatched promptly and reliably worldwide by...

Download ePub »



Twelve Effective Ways to Help Your ADD/ADHD Child: Drug-Free Alternatives for.

Book Condition: New. Ships From Canada. New. No dust jacket as issued. Glued binding. 264 p. Contains: Illustrations. Audience: General/trade. Book Info Consumer text of recommendations backed by scientific studies. Discusses diet, allergens, vitamins and...

Download ePub »