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## RECORD LABEL MARKETING (2ND REVISED EDITION)



Taylor & Francis Ltd. Paperback. Book Condition: new. BRAND NEW, Record Label Marketing (2nd Revised edition), Tom Hutchison, Paul Allen, Amy Macy, Record Label Marketing offers a comprehensive look at the inner workings of record labels, showing how the record labels connect commercial music with consumers. In the current climate of selling music through both traditional channels and new media, authors Tom Hutchison, Paul Allen and Amy Macy carefully explain the components of the contemporary record label's marketing plan and...

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- Authored by Tom Hutchison, Paul Allen, Amy Macy
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