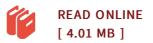




## This Business of Music Marketing & Promotion (Revised edition)

By Tad Lathrop

Watson-Guptill Publications. Hardback. Book Condition: new. BRAND NEW, This Business of Music Marketing & Promotion (Revised edition), Tad Lathrop, In language that is simple and direct, author Tad Lathrop details promotional skills, publicity plans, royalty guidelines and more, all supported by real-life examples. He shows how the web and other technological developments have revolutionized not only how music is made, but also how it is marketed and promoted. The old rules still apply - create a marketing plan, know your copyrights, be familiar with the laws of commerce - but there are a host of new ones as well, along with new strategies on how to give your recording the exposure it deserves. This streamlined, reorganized and updated edition features an all-new chapter ("Twenty-five Action-Generating Marketing Ideas to Use Right Now"), which will help readers get a running start into the recording business. The book also includes updated material about Internet sales and promotion techniques, the latest information available on integrated marketing and e-marketing strategies, and new listings of information resources.



## Reviews

This book may be really worth a read through, and far better than other. it was actually writtern extremely completely and valuable. I am just very easily will get a satisfaction of looking at a published ebook.

-- Lillie Toy

It is easy in read through easier to fully grasp. it had been writtern very completely and useful. I am pleased to let you know that here is the greatest book we have read during my personal life and could be he very best book for possibly.

-- Miss Marge Jerde