



## 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, re-organized 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.



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