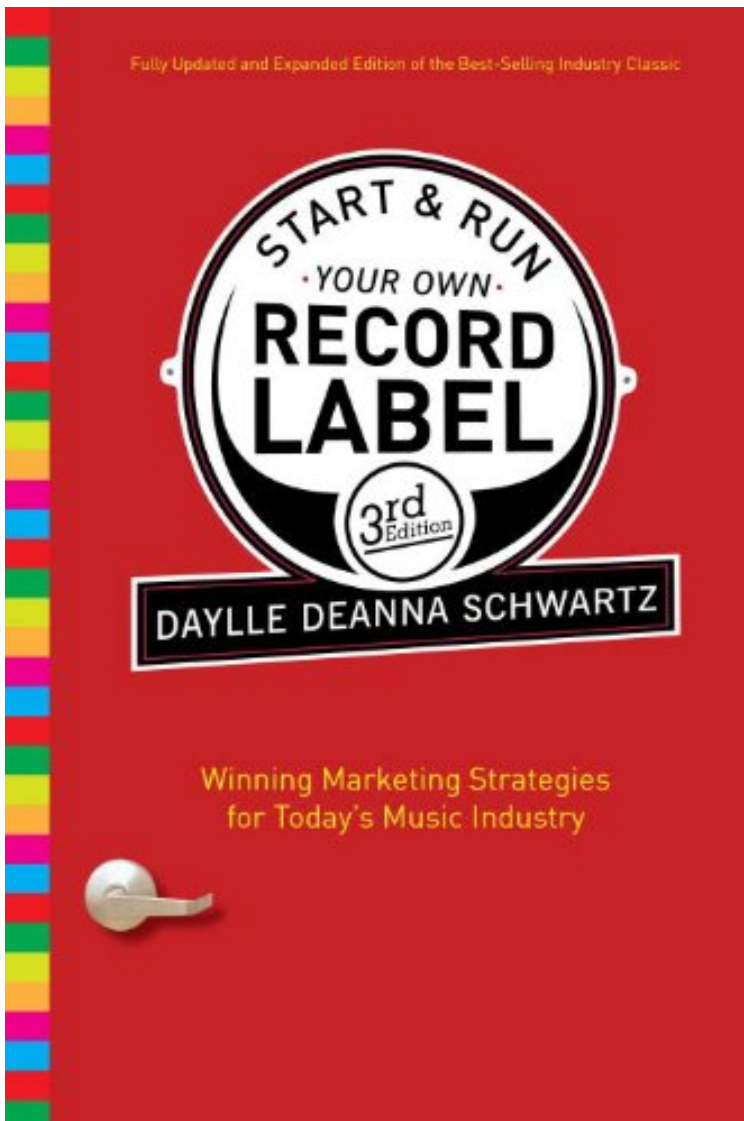


[Free pdf] File size: 30.Mb

Start and Run Your Own Record Label, Third Edition: Winning Marketing Strategies for Today's Music Industry



*Par Daylle Deanna Schwartz
DOC | *audiobook | ebooks | Download
PDF | ePub*

Dtails sur le produit Rang parmi les ventes :
#347821 dans eBooksPubli le: 2010-10-
20Sorti le: 2010-10-20Format: Ebook
Kindle

[Free pdf] Start and Run Your Own Record
Label, Third Edition: Winning Marketing
Strategies for Today's Music Industry

**Par Daylle Deanna Schwartz : Start and Run
Your Own Record Label, Third Edition:
Winning Marketing Strategies for Today's
Music Industry** before purchasing it in order
to gage whether or not it would be worth my
time, and all praised Start and Run Your Own
Record Label, Third Edition: Winning
Marketing Strategies for Today's Music
Industry:

Download

Read Online

Description :

Prsentation de l'diteurFor everyone interested in starting a record labelto market new talent or to release and promote their own musictthere has never been a better time to do it! Music can be released, distributed, and promoted for a fraction of traditional costs. Veteran author and music-business consultant Daylle Deanna Schwartz (who started and ran her own label) has rewritten and expanded her classic, Start Run Your Own Record Label, to reflect industry changes and new opportunities for marketing music in todays climate.Start

Run Your Own Record Label is a comprehensive guidebook to building a record label, packed with how-to information about market trends and revenue streams for music releases. In addition to updated information on physical distribution, generating publicity, marketing, and promotion, it also has new information about key issues including: Balancing on and offline promotion and marketing Making the most of online resources (social-networking sites, blogs, ringtones, videos, radio, and more) Using digital distribution profitably Licensing your recordings for use in the media Marketing music overseas Ms. Schwartz has compiled new interviews with top industry professionals and independent labels including recording artist CJ Baran (Push Play), Jed Carlson (founder, ReverbNation), Daniel Glass (founder, Glassnote Entertainment), blogger Perez Hilton, Scott Lapatine (founder, Stereogum), recording artist Ingrid Michaelson, Jeff Price (founder, Tunecore), MP3 bloggers, music-magazine editors, publicists, and others for the most up-to-date, authoritative, and practical compendium available. From the Trade Paperback edition. Prsentation de l'diteur

For everyone interested in starting a record label to market new talent or to release and promote their own music there has never been a better time to do it! Music can be released, distributed, and promoted for a fraction of traditional costs. Veteran author and music-business consultant Daylle Deanna Schwartz (who started and ran her own label) has rewritten and expanded her classic, Start Run Your Own Record Label, to reflect industry changes and new opportunities for marketing music in today's climate. Start Run Your Own Record Label is a comprehensive guidebook to building a record label, packed with how-to information about market trends and revenue streams for music releases. In addition to updated information on physical distribution, generating publicity, marketing, and promotion, it also has new information about key issues including: Balancing on and offline promotion and marketing Making the most of online resources (social-networking sites, blogs, ringtones, videos, radio, and more) Using digital distribution profitably Licensing your recordings for use in the media Marketing music overseas Ms. Schwartz has compiled new interviews with top industry professionals and independent labels including recording artist CJ Baran (Push Play), Jed Carlson (founder, ReverbNation), Daniel Glass (founder, Glassnote Entertainment), blogger Perez Hilton, Scott Lapatine (founder, Stereogum), recording artist Ingrid Michaelson, Jeff Price (founder, Tunecore), MP3 bloggers, music-magazine editors, publicists, and others for the most up-to-date, authoritative, and practical compendium available. From the Trade Paperback edition. Biographie de l'auteur DAYLLE

DEANNA SCHWARTZ is a music industry consultant, self-empowerment counselor, and successful author of many books including I Dont Need a Record Deal and The Real Deal: How to Get Signed to a Record Label. She has appeared on more than 300 television and radio shows, including Oprah and Howard Stern, and has been quoted in many publications, such as the New York Times and Billboard. Schwartz lives in New York City.

DEANNA SCHWARTZ is a music industry consultant, self-empowerment counselor, and successful author of many books including I Dont Need a Record Deal and The Real Deal: How to Get Signed to a Record Label. She has appeared on more than 300 television and radio shows, including Oprah and Howard Stern, and has been quoted in many publications, such as the New York Times and Billboard. Schwartz lives in New York City.

DEANNA SCHWARTZ is a music industry consultant, self-empowerment counselor, and successful author of many books including I Dont Need a Record Deal and The Real Deal: How to Get Signed to a Record Label. She has appeared on more than 300 television and radio shows, including Oprah and Howard Stern, and has been quoted in many publications, such as the New York Times and Billboard. Schwartz lives in New York City.