



MUSIC MARKETING

FROM PROMOTION
DISTRIBUTION
AND RETAIL



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Music Marketing Mike King

Michael Brocken



Music Marketing Mike King:

Music Marketing Mike King, 2009-08-01 Berklee Press Sell more music Learn the most effective marketing strategies available to musicians leveraging the important changes and opportunities that the digital age has brought to music marketing This multifaceted and integrated approach will help you to develop an effective worldwide marketing strategy Step by step you will develop an active marketing plan and timeline tailored to your unique strengths and budget You will learn to time your marketing campaign effectively publicize your music to traditional print outlets and emerging online opportunities understand the current opportunities for online satellite and terrestrial radio play as well as navigate various retail and distribution options both at brick and mortar and online options such as iTunes Rhapsody and other services

Starting Your Career as a Musician Neil Tortorella, 2013-04-04 Whether you dream about becoming a rock star or a sought after talent playing local gigs Starting Your Career as a Musician will guide you along the path to success Author Neil Tortorella explores the myriad opportunities in music today and details proven strategies for seeking them out He reveals the common pitfalls and traps that are often encountered and provides aspiring musicians with time tested advice on how to avoid them Jam packed with the practical know how you need for success in the music business Starting Your Career as a Musician is brought to life and made easy to grasp through the wisdom and experiences shared by numerous working musicians While it won t show you how to be a better musician this indispensable guide will teach you how to make a living with your music promote yourself or your band get booked and maximize additional revenue streams Introduction to Arts Management Jim Volz, 2017-09-21 Introduction to Arts Management offers a unique dynamic and savvy guide to managing a performing or visual arts organization be that an arts center theatre museum art gallery symphony orchestra or other arts company For those training to enter the industry workers in arts administration or those seeking to set up their own company the wealth of expert guidance and direct accessible style of this authoritative manual will prove indispensable Gathering best practices in strategic planning marketing fundraising and finance for the arts the author shares practical proven processes and valuable tools from his work with over 100 arts companies and professional experience producing over 100 music dance theatre and visual arts events Unique features include boilerplate guides for marketing and fundraising a sample Board of Trustee contract specific budget checklists day to day working tools that can be immediately instituted in any arts organization resources at the end of each chapter designed to help readers consider and implement the strategies in their own practice Interviews with arts leaders offer insights into the beginnings and growth of significant arts institutions while examples based on real situations and successful arts organizations from both North America and Britain illustrate and underpin the strategic and practical advice Expanded from the author s highly successful How to Run a Theatre this edition offers both trainees and seasoned professionals the hands on strategic leadership tools needed to create build and nurture a successful career in the challenging world of arts administration and management The Twenty-First-Century Legacy of

the Beatles Michael Brocken,2016-03-03 It has taken Liverpool almost half a century to come to terms with the musical cultural and now economic legacy of the Beatles and popular music At times the group was negatively associated with sex and drugs images surrounding rock music deemed unacceptable by the city fathers and unworthy of their support Liverpoolians believe that the musical legacy of the Beatles can be a burden especially when the British music industry continues to brand the latest white male group to emerge from Liverpool as the next Beatles Furthermore Liverpoolians of perhaps differing ethnicities find images of four white boys with guitars and drums not only problematic in a musical roots sense but for them culturally devoid of meaning and musically generic The musical and cultural legacy of the Beatles remains complex In a post industrial setting in which both popular and traditional heritage tourism have emerged as providers of regular employment on Merseyside major players in what might be described as a Beatles music tourism industry have constructed new interpretations of the past and placed these in such an order as to re confirm re create and re work the city as a symbolic place that both authentically and contextually represents the Beatles The Routledge Companion to Advertising and Promotional Culture Emily West,Matthew P. McAllister,2013-02-11 The Routledge Companion to Advertising and Promotional Culture provides an essential guide to the key issues methodologies concepts debates and policies that shape our everyday relationship with advertising The book contains eight sections Historical Perspectives considers the historical roots and their relationship to recent changes of contemporary advertising and promotional practice Political Economy examines how market forces corporate ownership and government policies shape the advertising and media promotion environment Globalization presents work on advertising and marketing as a global intercultural and transnational practice Audiences as Labor Consumers Interpreters Fans introduces how people construct promotional meaning and are constructed as consumers markets and labor by advertising forces Identities analyzes the ways that advertising constructs images and definitions of groups such as gender race and the child through industry labor practices marketing as well as through representation in advertising texts Social Institutions looks at the pervasiveness of advertising strategies in different social domains including politics music housing and education Everyday Life highlights how a promotional ethos and advertising initiatives pervade self image values and relationships The Environment interrogates advertising s relationship to environmental issues the promotional efforts of corporations to construct green images and mass consumption s relationship to material waste With chapters written by leading international scholars working at the intersections of media studies and advertising studies this book is a go to source for those looking to understand the ways advertising has shaped consumer culture in the past and present **Cool Careers Without College for People Who Love Music** Carla Mooney,2013-12-15 Music careers go beyond being in a band or joining a world famous orchestra And some of them don t even require college This volume provides readers with all the tools they need to build a career in the field of music without heading to college first It includes some informative sidebars with exclusive job search tips and some real life

information from people working in the field Readers are encouraged to get creative about their job searches going beyond the college to job approach

Project Management for Musicians Jonathan Feist,2013-01-01 Berklee Press Get organized and take charge of your music projects This book will help you harness your creativity into clear visions and effective work plans Whether you are producing a recording going on tour developing a studio launching a business running a marketing campaign creating a music curriculum or any other project in the music industry these road tested strategies will help you to succeed Music projects come in all sizes budgets and levels of complexity but for any project setting up a process for planning executing and monitoring your work is crucial in achieving your goals This book will help you clarify your vision and understand the work required to complete it on time within budget and to your highest possible quality standard It is a comprehensive approach with hundreds of music industry specific tools for keeping your work on track mitigating risk and reducing stress so that you can complete your project successfully You will learn to develop work strategies delegate tasks build and manage teams organize your project office develop production schedules understand and organize contracts analyze risk and much more

A Modern Method for Guitar Scales Larry Baione,2018-04-01 Berklee Guide Improve your command of the guitar by mastering the essential scales and their fingerings This reference will help you play scales up down and across the fingerboard in all keys You will learn multiple scale fingering options to suit different musical contexts Practice exercises will help you build your muscle memory as you play different fingering patterns across the strings and then expand them to three octaves Graphical illustrations exercises and etudes will help reinforce all the most useful scale types Traditional notation and tablature are included

[Frank Zappa FAQ](#) John Corcelli,2016-08-01 In this volume author John Corcelli reveals Zappa s roots as a musician from his diverse influences to his personal life We also learn more about his former band members and the enormous musical legacy inherited by his son Dweezil The book features a juried examination of Zappa s recordings and his videos It also features a complete discography and a recommended reading list Each chapter has a special focus on Zappa s life with sections covering his family his home studio known as the Utility Muffin Research Kitchen his keen interest in the Synclavier a device he first used in 1980 his guitars and more Special attention is paid to the Mothers of Invention Frank Zappa FAQ is a must have for fans new and old looking to delve into some of the best music ever made by one of the most innovative artists the world has known

The Indie Guide to Music, Marketing and Money Jaci Rae,2006-02

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