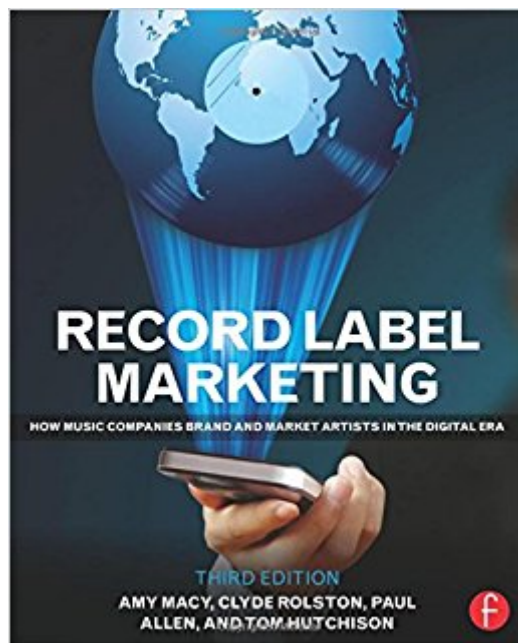




Ebook Directory
the best source of ebook

The book was found

Record Label Marketing: How Music Companies Brand And Market Artists In The Digital Era



Synopsis

Record Label Marketing, Third Edition is the essential resource to help you understand how recorded music is professionally marketed. Fully updated to reflect current trends in the industry, this edition is designed to benefit marketing professionals, music business students, and independent artists alike. As with previous editions, the third edition is accessible for readers new to marketing or to the music business. The book addresses classic marketing concepts while providing examples that are grounded in industry practice. Armed with this book, you'll master the jargon, concepts, and language to understand how music companies brand and market artists in the digital era. Features new to this edition include: Social media strategies including step-by-step tactics used by major and independent labels are presented in a new section contributed by Ariel Hyatt, owner of CYBER PR. An in-depth look at SoundScan and other big data matrices used as tools by all entities in the music business. An exploration of the varieties of branding with particular attention paid to the impact of branding to the artist and the music business in a new chapter contributed by Tammy Donham, former Vice President of the Country Music Association. The robust companion website, focalpress.com/cw/macy, features weblinks, exercises, and suggestions for further reading. Instructor resources include PowerPoint lecture outlines, a test bank, and suggested lesson plans.

Book Information

Paperback: 492 pages

Publisher: Focal Press; 3 edition (December 16, 2015)

Language: English

ISBN-10: 0415715148

ISBN-13: 978-0415715140

Product Dimensions: 7.5 x 1.1 x 9.2 inches

Shipping Weight: 12.6 ounces (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars 2 customer reviews

Best Sellers Rank: #77,207 in Books (See Top 100 in Books) #21 in [Books > Engineering & Transportation > Engineering > Civil & Environmental > Acoustics](#) #30 in [Books > Arts & Photography > Music > Recording & Sound](#) #31 in [Books > Arts & Photography > Music > Business](#)

Customer Reviews

Amy Macy is Professor in the Department of Recording Industry at Middle Tennessee State

University. She is the recipient of the Distinguished Educator in Distance Learning and the Outstanding Achievement in Instructional Technology. She has worked for labels including MTM, MCA, Sparrow Records, and the RCA Label Group where she marketed Martina McBride, Kenny Chesney, and Alabama. Amy was responsible for national retail sales at Walmart, Kmart, Target, and Best Buy, while coordinating marketing strategies nationally with RCA's distributor Bertelsmann Music Group. She has been an artist in residence at the Country Music Hall of Fame. Clyde Philip Rolston is Professor of Music Business in the Mike Curb College of Entertainment and Music Business at Belmont University. Prior to joining the faculty at Belmont University he was a Vice President of Marketing at Centaur Records, Inc. While with Centaur Records, Dr. Rolston engineered and produced many projects, including recordings by the Philadelphia Trio and the London Symphony Orchestra. He is an active member of the Music and Entertainment Industry Educators Association. Dr. Rolston received a Ph.D. in Marketing from Temple University and has taught marketing to music business students for twenty years. Paul Allen is Associate Professor in the Department of Recording Industry at Middle Tennessee State University and co-author of Record Label Marketing, also published by Focal Press. He is also a frequent lecturer at other universities on artist management and other music business subjects. His career work has included radio, TV, political management, and the music business. The late Tom Hutchison was a professor of marketing in the Department of Recording Industry at MTSU, but was on leave to serve as the director of the School of Business and Management at Husson University. He worked with a wide range of popular artists including Faith Hill, The Dixie Chicks, The Roots, and Beck. Tom also conducted market research projects for Sony, MCA/Universal, DreamWorks, and Warner Music Group.

the paper version is so bad quality and the images of the graphics are so poor so expensive to have this quality.

you won't go wrong for the price I would tell my friend about this, he need one. Thing received, very good oh, like very much, very good seller. the evaluation is good also, the owner is very careful, also sent the gift to me. Delivery date in time as expected... easy to use I'm very satisfied with this products. it works verywell.

[Download to continue reading...](#)

Record Label Marketing: How Music Companies Brand and Market Artists in the Digital Era Start and Run Your Own Record Label, Third Edition: Winning Marketing Strategies for Today's Music

Industry (Start & Run Your Own Record Label) Private Label Empire: Build a Brand - Launch on FBA - The Perfect Home-Based Business to earn \$1000 to \$20000 per Month (FBA, FBA ... Physical Products, Private Label, FBA) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Strategic Digital Marketing: Top Digital Experts Share the Formula for Tangible Returns on Your Marketing Investment (Marketing/Sales/Adv & Promo) How to Launch a Brand: Your Step-by-Step Guide to Crafting a Brand: From Positioning to Naming and Brand Identity How to Launch a Brand (2nd Edition - Trade): Your Step-By-Step Guide to Crafting a Brand: From Positioning to Naming and Brand Identity FBA: Step-By-Step Guide To Launching Your Private Label Products and Making Money On (FBA, FBA, Private Label) FBA: FBA Blueprint: A Step-By-Step Guide to Private Label & Build a Six-Figure Passive Income Selling on (FBA, Private Label, Passive Income) The Global Brand: How to Create and Develop Lasting Brand Value in the World Market Content Marketing: Beginners Guide To Dominating The Market With Content Marketing (Marketing Domination) (Volume 4) Network Marketing: Go Pro in Network Marketing, Build Your Team, Serve Others and Create the Life of Your Dreams - Network Marketing Secrets Revealed, ... Books, Scam Free Network Marketing Book 1) Social Media Marketing: 3 Books in 1: Social Media Marketing, Content Marketing & Network Marketing Email Marketing: This Book Includes Email Marketing Beginners Guide, Email Marketing Strategies, Email Marketing Tips & Tricks Stock Market: Picking winners in the Stock Market: A guide to buying the right companies at the right time PRIVATE LABEL SECRETS: The Fastest Ways to FIND and BRAND Your Own Products and Make Way More MONEY on . Private Label Empire: Build a Brand, Launch on FBA Private Label Strategy: How to Meet the Store Brand Challenge

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)