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	Nota di contenuto	Cover; Half Title; Series Page; Title Page; Copyright Page; Dedication; Table of Contents; List of Illustrations; Acknowledgments; Foreword; Introduction; Seeds of the Tale; Threshold Inquiries; A Broader Framework; An Even Broader Framework; Getting the Most from This Book; Notes; PART I: Understanding Career Duality; 1. The Career Duality Dilemma: An Early Tale; A Jealous Mistress, Indeed; Battle Lines: The Career Duality Dilemma; Discussion Questions; EXERCISE SET 1: PIVOTAL MOMENTS; Notes; 2. Defining Career Duality; The Career

Duality Model Left Brain/Right Brain, Ability, and Personality
 The Power to Choose; What Color Is Your Duality?; The Soul of Duality; Discussion Questions; Notes; 3. Telling Other Tales; Process and Protocol; Meet the Dualists; Artistic Explorers; Career Explorers; Dualist Explorers; Career Dualists; Amplifying the Grid; Discussion Questions; Notes; PART II: The Impetus for Career Duality; 4. Vocational Calling: The Directional Axis of Vocation; Called to What?; Sources of Calling; Challenges of Calling; Benefits of Calling; Searching for Calling; Alternatives to Calling; Discussion Questions; Notes 5. The Case for Contextual Calling Calling from the Outside In; An Evolving Industry; Making a Living, or Shaping a Career?; Being Who an Industry Needs; Discussion Questions; Notes; 6. Call and Response; Tuning into the Presence of Calling; Hurdles, Hitches, and Hindrances; Who Is Calling?; Unanswered, Missed, and Unrealized Callings; What If versus What Is; Belief, Relevance, and Necessity; Discussion Questions; Notes; PART III: The Impact of Career Duality: Synthesizing Possibility; 7. Authenticity; Defining and Recognizing Authenticity; Does Authenticity Matter?; Selling Out Living Authentically Discussion Questions; Notes; 8. Writing Your Own Tale: Charting Your Authentic Career; An Authentic Path: Career Duality; A Tale of Two Masters; Intrinsic Challenges of Career Duality; Extrinsic Career Duality Challenges; Career Duality Benefits; Charting Your Authentic Career; Life without Career Duality: Contemplating a Different Dream; Career Decision Making and Making a Career Duality Choice; Discussion Questions; Notes; 9. A Community of Dualists; The Wider Entertainment Industry; The Global Entertainment Economy; Career Duality across Industries Community Impacting an Industry Discussion Questions; Notes; PART IV: Empowering Others and Living Empowered; 10. Teaching and Advising for Duality; Make a Difference; Advising; Teaching; Notes; Epilogue: Living Empowered; Living Called; Living Authentically; Living Empowered; About the Author; Index.

Sommario/riassunto

The music industry offers the opportunity to pursue a career as either a creative (artist, producer, songwriter, etc.) or as a music business "logician" (artist manager, agent, entertainment attorney, venue manager, etc.). Though both vocational paths are integral to the industry's success, the work of calling songs into existence or entertaining an audience differs from the administrative aspects of the business, such as operating an entertainment company. And while the daily activities of creatives may differ from those of the music business logician, the music industry careerist may sense a call to Career Duality, to work on both sides of the industry as a Career Dualist, a concept this book introduces, defines, and explores in the context of the music industry. This new volume speaks to the dilemma experienced by those struggling with career decisions involving whether to work in the industry using their analytical abilities, or to work as a creative, or to do both. The potential financial challenges encountered in working in the industry as an emerging artist may necessitate maintaining a second and simultaneous occupation (possibly outside the industry) that offers economic survival. However, this is not Career Duality. Likewise, attending to the business affairs that impact all creatives is not Career Duality. Rather, Career Duality involves the deliberate pursuit of a dual career as both a music industry creative and music business logician, which is stimulated by the drive to express dual proclivities that are simultaneously artistic and analytical. By offering a Career Duality model and other constructs, examining research on careers, calling, authenticity and related concepts, and providing profiles of music industry dualists, this book takes readers on a journey of self-exploration and offers insights and recommendations for charting an authentic career path. This is a practical examination for not only music

industry professionals and the entertainment industry, but for individuals interested in expressing both the analytical and artistic self in the context of career.
