1. Record Nr. UNINA9910454194403321 Autore Atkins Martin <1959-> **Titolo** Tour:smart [[electronic resource]]: and break the band / / Martin **Atkins** Chicago, III., :: Smart Books, 2007 Pubbl/distr/stampa **ISBN** 1-55652-966-X Edizione [1st ed.] 1 online resource (591 p.) Descrizione fisica Disciplina 659.1978 659.2978 780.23 780.78 799.1 Soggetti Concert tours - Management Musicians - Travel Music publicity Music trade - United States Electronic books. Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Includes index. Front Cover; Table of Contents; Chapter 1 Why It Is Essential To Tour; Nota di contenuto Chapter 2 Building Blocks: Basic Concepts And Ideas; Chapter 3 Planning And Routing: Saved By Geography: Chapter 4 Transportation: Broken Down; Chapter 5 Stories From The Front Line #1; Chapter 6 Good Advice From Baaad People; Chapter 7 Promoters And Venues In Their Own Words; Chapter 8 Contracts; Chapter 9 Riders; Chapter 10 Booking: Diy Vs. Agents; Chapter 11 Marketing I: Revenue Streams; Chapter 12 Merchandising: The Engine: Chapter 13 Budgets: Do It On Paper Chapter 14 Press And Publicists: An Inside PerspectiveChapter 15 Street Teams; Chapter 16 Mailing List: Every Person Counts; Chapter 17 Marketing Ii: Using The Web; Chapter 18 Radio: Get Heard; Chapter 19 Record Stores; Chapter 20 Guest List; Chapter 21 Marketing lii:

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Sommario/riassunto

From packing the right equipment to keeping enough gas in the tank to get home, every aspect of making a successful tour with a band is addressed in this comprehensive guide. More than 100 luminaries and leading organizations from the world of touring?among them Chris Connelly, Henry Rollins, the House of Blues, and the Vans Warped Tour, as well as club owners, tour managers, and even sex advisors?provide handy insider know-how along with insight on mistakes commonly made by novice bands. Chapters address the nitty-gritty of touring, with instructions