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Nota di contenuto	Pursuing a career in the new music industry: 15 tips for career success -- Band membership, part 1: formation and self management -- Band membership, part 2: partnerships, trademarks, and business entities -- Contract employment or self-employment, part 1: gigs and unions -- Contract employment or self-employment, part 2: employment agreements and negotiations -- Contract employment or self-employment, part 3: taxes and insurance -- Solo artist and employer: pros, cons, and responsibilities -- Entertainment attorneys: what they do and what they cost you -- Personal managers: roles, options, and agreements -- Business managers: bills and investments -- Talent agents: work, scope, and contracts -- Record producers: Creativity, budgets, and fee structures -- Making and selling records, part 1: types of record deals and companies -- Making and selling records, part 2: key deal issues in recording contracts -- Music publishing, part 1: copyright basics -- Music publishing, part 2: even more copyright basics -- Music publishing, part 3: income streams: mechanicals, performances, and print -- Music publishing, part 4: synch, electronic transmissions, and sub-publishing -- Music publishing, part 5: publishing companies and types of deals -- Music publishing, part 6: Starting your own publishing company -- Live performing and touring, part 1: purpose and opportunity -- Live performing and touring, part 2: deals, negotiations, and contracts -- Merchandising, part 1: rights,

types, and companies -- Merchandising, part 2: contract terms for tour merchandising -- Merchandising, part 3: retail deals and independent merchandising -- The music business 2020: future forecasts by the pros.

Sommario/riassunto

"There has never been a greater need for musicians to understand the music business than now, when emerging technologies make it possible for artists to act as their own record labels, and new contracts are structured to grab the biggest slice of an artist's revenue pie. But in a digital age overflowing with confusing and ever-changing information, musicians need trusted business advice from a veteran artist who can break down the basics in a language they understand. Written by a professional musician for other musicians, [this book] is the layperson's guide to the music industry. In a conversational tone and an easy-to-scan format, it simplifies five vital areas in which musicians need to succeed: Career Execution, Business Relationships, Pro Teams, Deals and Dollars, and Future Predictions. Everything from copyright to record deals, managers, merchandising, and doing it yourself is covered. With interviews, anecdotes, and review quizzes, this must-have manual will help artists master business essentials quickly so they can get back to doing what they love best creating music"--Amazon.com.
