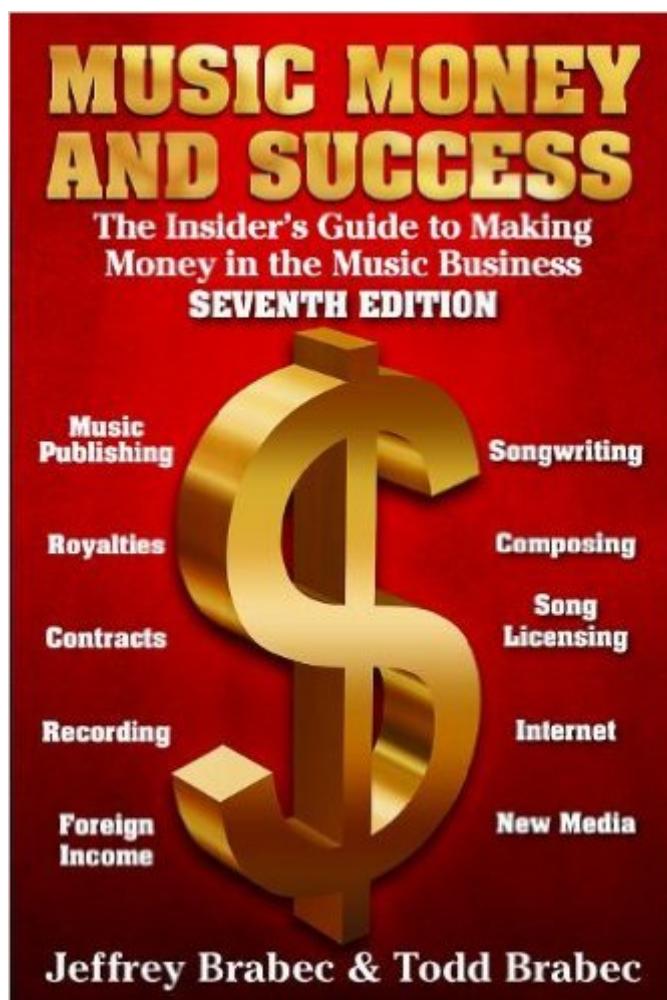


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Music Money And Success 7th Edition: The Insider's Guide To Making Money In The Music Business



Synopsis

Music, Money and Success: The Insider's Guide to Making Money in the Music Business is the industry bible and the ultimate guide to making money in the music business.Â Music is a business of money, contracts, decisions and making the most of every opportunity.Â To succeed - to make money - to have a career - you have to know what you are doing in both music and business. This invaluable book tells you how the business works, what you must know to succeed, and how much money you can make in films, television, video games, ASCAP, BMI and SESAC, record sales, downloads and streams, advertising, ringtones and ringbacks, interactive toys and dolls, Broadway, new media, scoring contracts and synch licenses, music publishing, foreign countries and much more. This indispensable reference is written by industry insiders Todd Brabec, Educator, Entertainment Law Attorney and former ASCAP Executive Vice President and Worldwide Director of Membership, and Jeff Brabec, Vice President of Business Affairs, Chrysalis Music Publishing. Â

Book Information

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Customer Reviews

Music Money and Success 7th Edition: The Insider's Guide to Making Money in the Music Business

Were I forced to name one book, and only one book, that is essential reading for anyone considering a career in the music business, this would be THE one. After 40 years in the commercial music business, I can't approach the combined knowledge and ability to communicate on easy-to-understand terms the way Todd and Jeff do. Together, these guys have probably worked in as many facets of the music business as I, but they bring to the topic both academic-level study and real-world examples beyond their mere years in the business. Each has unique

perspectives on the business, and people who know both can find the "personalities" in their book, which is updated every one or two years. They have seen (and often worked through) every scam and scheme in the music business, and are "almost" as old as I am, but you'd never know it from their research and work, OR their ability to stay current, or their personal styles and contacts. Identical twins, they can (and often have) passed for each other, but each has his special areas of concentration in the business that, combined, produce a more balanced product than a single author could. If you are looking for an entertaining "cheat sheet" on the music business, this is it. "Music Money & Success" packs more bang for the buck than anything I've encountered. There are fantastic works that go into greater detail in most of the areas of the "biz" than is covered here, but this book could be the primer for any of them. I don't get a cut from their sales, but if I did, I would say exactly the same thing.

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