



Managing Your Band: Artist Management: The Ultimate Responsibility

Stephen Marcone

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According to Dr. Stephen Marcone, personal management is still the weakest link in a music business that operates by fragmenting its product. This comprehensive new edition: includes an updated recording agreement with current industry language and a sample merchandising agreement; takes into account the many changes in concert promotion; and features descriptions of new legal battles. Use this book as a helpful reference for: touring, publicity, contracts, marketing, trademarks, copyrighting, enhancing creativity and much more. "Straight-forward and up-to-date, this is an easy-to-understand and all-encompassing primer for aspiring bands and managers." - Walter O'Brien, Owner, Concrete Management, Inc. (manager of Pantera and others) Dr. Stephen Marcone is Director of Music Graduate Studies and Professor of Music at William Paterson University in Wayne, New Jersey.



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