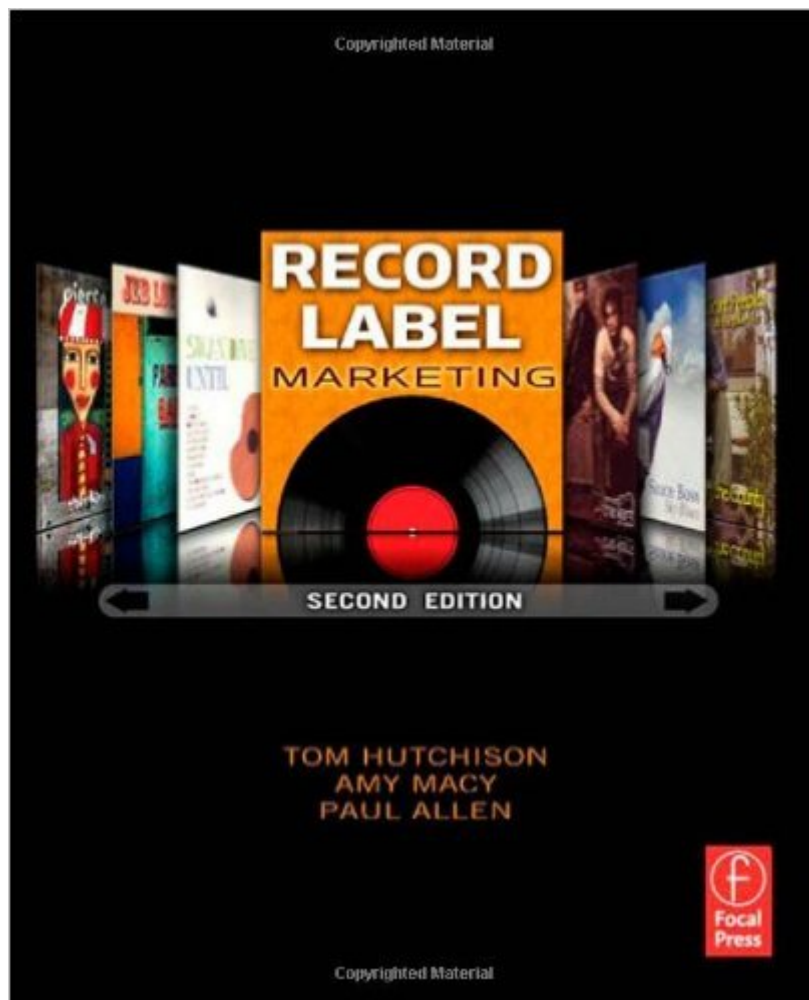


The book was found

# Record Label Marketing



## Synopsis

Record Label Marketing offers a comprehensive look at the inner workings of record labels, showing how the record labels connect commercial music with consumers. In the current climate of selling music through both traditional channels and new media, authors Tom Hutchison, Paul Allen and Amy Macy carefully explain the components of the contemporary record label's marketing plan and how it is executed. This new edition is clearly illustrated throughout with figures, tables, graphs, and glossaries, and includes a valuable overview of the music industry. Record Label Marketing has become essential reading for current and aspiring professionals, and for music business students everywhere.Â  Record Label Marketing.\* Gives you an exclusive and complete look at SoundScan and how it is used as a marketing tool\* Presents essential information on uses of new media, label publicity, advertising, retail distribution, and marketing research by record labels\* Offers insight into how successful labels use videos, promotional touring, and special products to build revenue\* Includes important specialized marketing strategies using the tools of grassroots promotion and international opportunities\* Reveals how labels are managing within their transitional digital industry\* Looks to the future of the music business - how online developments, technological diffusion, and convergence and new markets continue to reshape the industry

## Book Information

Paperback: 448 pages

Publisher: Focal Press; 2 edition (August 24, 2009)

Language: English

ISBN-10: 0240812387

ISBN-13: 978-0240812380

Product Dimensions: 7.4 x 0.8 x 9.1 inches

Shipping Weight: 1.6 pounds (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 starsÂ Â  See all reviewsÂ  (5 customer reviews)

Best Sellers Rank: #599,319 in Books (See Top 100 in Books)  #224 inÂ  Books > Engineering & Transportation > Engineering > Civil & Environmental > Acoustics  #328 inÂ  Books > Science & Math > Physics > Acoustics & Sound  #341 inÂ  Books > Arts & Photography > Music > Business

## Customer Reviews

Man, how I wish I could have read this stuff 20 years ago. For anyone even considering recording music with the hopes of selling it to someone YOU MUST READ THIS BOOK! They take this way past "standard marketing talk". It covers every aspect of label operation, how it is done, when it is

done, and how it relates to the marketing aspects. Real world examples including numbers and did I mention, even includes real examples from 2009!!! This book is worth it's weight in gold and honestly, I cannot sing the authors' praises loudly enough.

It's alright, but not at all real-world. Very academic.

Very technical, thorough, informative and essential text book with respect to the marketing of music by a record label. Currently still reading it.

This is a book for class (guess which one! Seriously, guess - hahaha) so I'm not all about it or anything, but from the little bit I've read it's well-organized and easy to follow. Illustrated with pretty colors and not too bulky or heavy, it's not so bad for a school book.

This book is great for indie artists and labels who want to market their music and get it out there.

[Download to continue reading...](#)

Record Label Marketing FBA: Beginner's Guide, Private Label & Launch Your Own Product (Private Label, How to Sell on , Selling on , Fulfillment By , eBay, Etsy, Dropshipping) (Volume 1) Youtube: Online Marketing. How To Make Money On Youtube For Beginners And Increase Your Audience.: (youtube, youtube video marketing, how to make ... money, youtube marketing, ebay) (Volume 1) Web 4.0 Marketing: The Black Book of Powerful Online Marketing Strategies & Tactics: Online Marketing Series, Book 2 Instagram: Master Instagram Marketing - How to Build A Brand, Get Followers And Use Instagram For Business! (Social Media Marketing, Instagram Marketing, Instagram Tips) Instagram: Master Instagram Marketing - Instagram Advertising, Small Business & Branding (Social Media, Social Media Marketing, Instagram, Branding, Small Business, Facebook, Instagram Marketing) Como Crear Un Plan De Marketing Eficaz: Guía para novatos y expertos para crear un estrategia de marketing efectiva (Internet Marketing nº 2) (Spanish Edition) Goldmine Record Albums Price Guide (Goldmine Record Album Price Guide) Off the Record (The Record Series Book 1) For the Record (The Record Series Book 3) On the Record (The Record Series Book 2) El Super Deportista Científico / Sports Science: Anota, gana y rompe un record en tu deporte favorito/ Note, gain and break the record of your favorite sport (Spanish Edition) 27 Best Free Internet Marketing Tools And Resources for Cheapskates (Online Business Ideas & Internet Marketing Tips for Book 1) Youtube Marketing Buddy, The beginners guide to youtube advertising, Use video marketing for your business Instagram Marketing Made (Stupidly) Easy ("Social Media

Marketing Made Stupidly Easy" Book 5) Modern Marketing for the Event and Wedding Planner - Simple steps to success for marketing your wedding and event planning business Renegade Lawyer Marketing: How Today's Solo and Small-Firm Lawyers Survive and Thrive in a World of Marketing Vultures, 800-Pound Gorillas, and LegalZoom Lean Marketing for Small Law Firms: 100 Free Marketing Strategies for Gen Y Lawyers: Part II: Subtle Shifts that Make a Difference Shopper Marketing - La Nueva Estrategia Integrada de Marketing para Conquista del Cliente en el Punto de Venta (Spanish Edition) Cómo realizar un buen plan de marketing y no morir en el intento.: Guía a paso a paso para realizar tu Plan de Marketing. Aprende a realizar análisis de ... y plan de acción (Spanish Edition)

[Dmca](#)