

# **Artist Management for the Music Business**

**Manage Your Career in Music  
Manage the Music Careers of Others**

**FIFTH EDITION**

**Paul Allen**



# Artist Management For The Music Business

**Paul Allen**



## **Artist Management For The Music Business:**

*Artist Management for the Music Business* Paul Allen, 2011 This is essential reading for managers students and artists in the music business Book Jacket **This Business of Artist Management** Xavier M. Frascogna, Jr., H. Lee Hetherington, 2011-11-09 This authoritative reference on artist management in the music industry is the standard for all phases of managing a musician's career from both the artist's and manager's point of view This substantially updated edition covers the major changes that have transformed the business world and music industry over the past six years Particular emphasis is given to the impact of the Internet including the MP3 controversy and its lingering ramifications copyright licensing on the Web navigating trade identity issues on the Net domain names and the high tech fight against cyberpiracy Included are real world examples as well as new interviews with top booking agents personal managers concert promoters record company executives road managers and artists For aspiring and professional managers in the music entertainment field as well as musicians music publishers and record company personnel Winner of the prestigious ASCAP Deems Taylor Award for excellence in music publishing This replaces 0 8230 7705 5 which sold more than 25 000 copies This Business of Artist Management Xavier M. Frascogna, 1997 Formerly entitled *Successful Artist Management* this book is designed as a reference work for artist management in the music business Artist Management for the Music Business Paul Allen, 2022-03-20 Anyone managing an artist's career needs to be well versed and have a savvy understanding of the moving parts of the music business Learn how and why those moving parts move as well as how to manage and navigate a music based career *Artist Management for the Music Business* gives a comprehensive view of how to generate income through music and how to strategically plan for future growth The book is full of valuable practical insights It includes interviews and case studies with examples of real world management issues and outcomes Updates to this new edition include a new chapter for independent self managing artists expanded and updated sections on networking social media and streaming and a basic introduction to data analytics for the music business This book gives access to resources about artist management and the music business at its companion website [www.artistmanagementonline.com](http://www.artistmanagementonline.com) *Artist Management for the Music Business* Paul Allen, 2014-07-17 With the evolution of the music business and the shifting influence of large record labels the artist manager is now more than ever at the center of an artist's career Artist managers are tasked with keeping abreast of the music industry and supporting the artists under their management while simultaneously managing their own careers Including key industry insights exclusive planning guidance management tools and strategies for a successful career *Artist Management for the Music Business* has the tools to support any new or experienced artist manager Through its analysis of over a dozen case studies lessons and contract examples author Paul Allen provides a focused look at managing artists careers This follow up to the best selling second edition features a new chapter on entrepreneurship including detailed information on how to run an artist management enterprise as a business and includes coverage of anticipating risks reacting

to challenges and basic money management The chapter also contains additional sections on the effective use of social media the Web and handling online promotion For additional resources visit the book s website at [www.artistmanagementonline.com](http://www.artistmanagementonline.com)

*Artist Management for the Music Business* Paul Allen,2012-11-12 Allen prepares you for the realities of successfully directing the careers of talented performers in the high risk high reward music business You will learn to prepare yourself for a career in artist management and then learn the tools to coach lead organize time manage finances market an artist and carve out a successful career path for both yourself and your clients The book features profiles of artist managers an exclusive and detailed template for an artist career plan and samples of major contract sections for artist management and record deals Updated information including a directory of artist management companies is available at the book s companion website A peer reviewer for *Artist Management for the Music Business* proclaimed this is going to be an excellent text It contains many unique insights and lots of valuable information This is essential reading for managers students and artists in the music business

*Artist Management for the Music Business 2e, 2nd Edition* Paul Allen,2012 *Artist Management for the Music Business* provides clear in depth information on what to do as an artist manager and how to do it preparing the reader for the realities of directing the careers of performers in the risky but rewarding music business The book prepares the reader for a successful career looking at the application of classic management theory to artist management featuring profiles of artist managers an exclusive and detailed template for an artist career plan and samples of major contract sections for artist management and record deals Updated information including a directory of artist management companies is available on the companion website *Artist Management for the Music Business* is written for record industry employees who want to know both what to do as a professional artist manager and how to do it as well as for all students studying music business or industry programs Key industry insight for both the new and experienced artist managers Exclusive planning and management tools Successful career strategies for managers and the artists they manage Fully cited text from literature personal interviews and personal experience of the author Career and business planning for the artist manager including fully detailed and exclusive career plan template for an artist

*Managing Your Band* Steve Marcone,Dave Philp,2021-06-24 *Managing Your Band A Guide to Artist Management* is your go to guide for artist management in the new music industry especially independent artists taking the DIY route Industry insiders Steve Marcone and Dave Philp tackle the work and knowledge required of an artist manager and band member focusing on earning revenue from an artist s three major revenue streams songwriting and publishing live performance and recording The book investigates the roles of the many industry intermediaries illustrating how many of today s artists including DIY artists function as their own entertainment companies This seventh edition includes updated information for the twenty first century artist and manager including key information on the impacts of COVID 19 on the industry New sections and chapters include The twenty first century DIY manager The live ecosystem Music publishing Social media Analytics offered by streaming services Each chapter includes learning

objectives a summary and suggested projects for course usage For access to the free instructor s manual which includes a sample syllabus and test questions please email [textbooks@rowman.com](mailto:textbooks@rowman.com)

**The Art of Music Business Management** Mika Karhumaa,2024-03-27 THE NEXT GENERATION OF MUSIC BUSINESS BOOKS IS HERE Karhumaa s seventh book introduces artist management from an unprecedented perspective Modern artist management can be divided into three compartments When these are presented to you and reflected onto a transparent wall you see things from a manager s point of view Through this you ll see the four audiences of the music industry This is the scene the areas of action where all of this takes place This framework has been developed for today s rapidly evolving world It travels with you everywhere Whatever you need to do invest in understanding this framework and start taking action This book teaches you how to utilize it Modern artist management is increasingly taking place in the digital realm and resembles screenwriting As technology evolves introducing new features almost daily the management needs to adapt swiftly This book discusses how success can be achieved in navigating this task The book is intended for all professionals in the industry Management is a topic that touches all of us in one way or another The book is particularly well suited for educational purposes A manager needed to write this book The author has three decades of experience in multiple capacities Mika Karhumaa is a music business manager specializing in artist management and contracts copyright He lectures on the subject and acts as a strategist in many industrial operations

**Artist Management for the Music Business 2e** Paul Allen,2012-10-12 Artist Management for the Music Business provides clear in depth information on what to do as an artist manager and how to do it The book looks at the application of classic management theory to artist management includes profiles of successful artist managers as well as offering skill development for planning coaching and leading

**Successful Artist Management** Xavier M. Frascogna,H. Lee Hetherington,1978

**Artist Management for the Music Business** Paul Allen,2012-11-12 Allen prepares you for the realities of successfully directing the careers of talented performers in the high risk high reward music business You will learn to prepare yourself for a career in artist management and then learn the tools to coach lead organize time manage finances market an artist and carve out a successful career path for both yourself and your clients The book features profiles of artist managers an exclusive and detailed template for an artist career plan and samples of major contract sections for artist management and record deals Updated information including a directory of artist management companies is available at the book s companion website A peer reviewer for Artist Management for the Music Business proclaimed this is going to be an excellent text It contains many unique insights and lots of valuable information This is essential reading for managers students and artists in the music business

**Artist Management in the Music Industries** Yiyi Wang,2024-11-19 Artist Management in the Music Industries A Sui Generis Form of Management provides one of the first substantive academic examinations of the role of an artist manager This book deconstructs the nature of Artist Management unveiling the pivotal role of the artist manager in creating and sustaining a dynamic environment referred to as the Loop where success is

realised by navigating four variables Risks Relationships Emotions and Expectations 2Rs and 2Es within and beyond the Loop This book offers a new perspective on Artist Management as a sui generis discipline that does not fit easily inside standard conceptions of management Featuring ethnography and interviews this book sheds light on the realworld challenges and successes in the field It is a must read for researchers students and practitioners in the music business music marketing and artist management offering invaluable insights into the practices that shape the cultural landscape **Managing Your**

**Band 5th Ed** marcone,2010-09-27 An advanced text concerning artist management in the music and entertainment industry Includes new business models and 360 deals and focusing on the entrepreneurial aspect of the career Chapters include contracts touring marketing merchandising legal battles The appendix includes a comprehensive list of related websites

Artist Management Out Loud Chris Bradford,2006 The OutLoud series is a unique instant and light hearted approach to the music business Using a cool and practical format with cutting edge illustrations each page answers important questions about artist management This work features a foreword by industry head hanchu Rob Holden manager of David Gray

OutLoud is endorsed by Yamaha and is associated with the Academy of Contemporary Music **“The” art of music business management - for artists & managers** ,2022 **Managing Your Band** Stephen Marcone,2003 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 The Live Music Business Andy Reynolds,2021-11-29 The Live Music Business Management and Production of Concerts and Festivals Third Edition shines a light on the enigmatic live music business offering a wealth of inside advice and trade secrets to artists and bands looking to make a living in the industry Previously published as The Tour Book this new edition has been extensively revised reorganized and updated to reflect today s music industry This practical guidebook examines the roles of the key players from booking agents to concert promoters artist managers to talent buyers and the deals conventions and processes that drive this global business Written by a touring professional with over 25 years of experience this book elucidates why playing live is crucial to the success of any musician band or artist explaining issues like what managers promoters and agents do and how they arrange shows and tours how to understand and negotiate show contracts how to create a contract rider and how the rider affects the money you earn from a show how to appear professional and knowledgeable in an industry with its own conventions language and baffling technical terms and a three

year plan using live performance to kickstart your music career Intended for music artists and students The Live Music Business presents proven live music career strategies covering every aspect of putting on a live show from rehearsing and soundchecks to promotions marketing and contracts In an era when performing live is more essential than ever this is the go to guidebook for getting your show on the road and making a living from music Artist Management for the Music Business ,2011 **Artist Management in the Music Industries** Yiyi Wang,2024-11-19 Artist Management in the Music Industries A Sui Generis Form of Management provides one of the first substantive academic examinations of the role of an artist manager This book deconstructs the nature of Artist Management unveiling the pivotal role of the artist manager in creating and sustaining a dynamic environment referred to as the Loop where success is realised by navigating four variables Risks Relationships Emotions and Expectations 2Rs and 2Es within and beyond the Loop This book offers a new perspective on Artist Management as a sui generis discipline that does not fit easily inside standard conceptions of management Featuring ethnography and interviews this book sheds light on the realworld challenges and successes in the field It is a must read for researchers students and practitioners in the music business music marketing and artist management offering invaluable insights into the practices that shape the cultural landscape

Uncover the mysteries within Crafted by is enigmatic creation, Discover the Intrigue in **Artist Management For The Music Business** . This downloadable ebook, shrouded in suspense, is available in a PDF format ( Download in PDF: \*). Dive into a world of uncertainty and anticipation. Download now to unravel the secrets hidden within the pages.

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