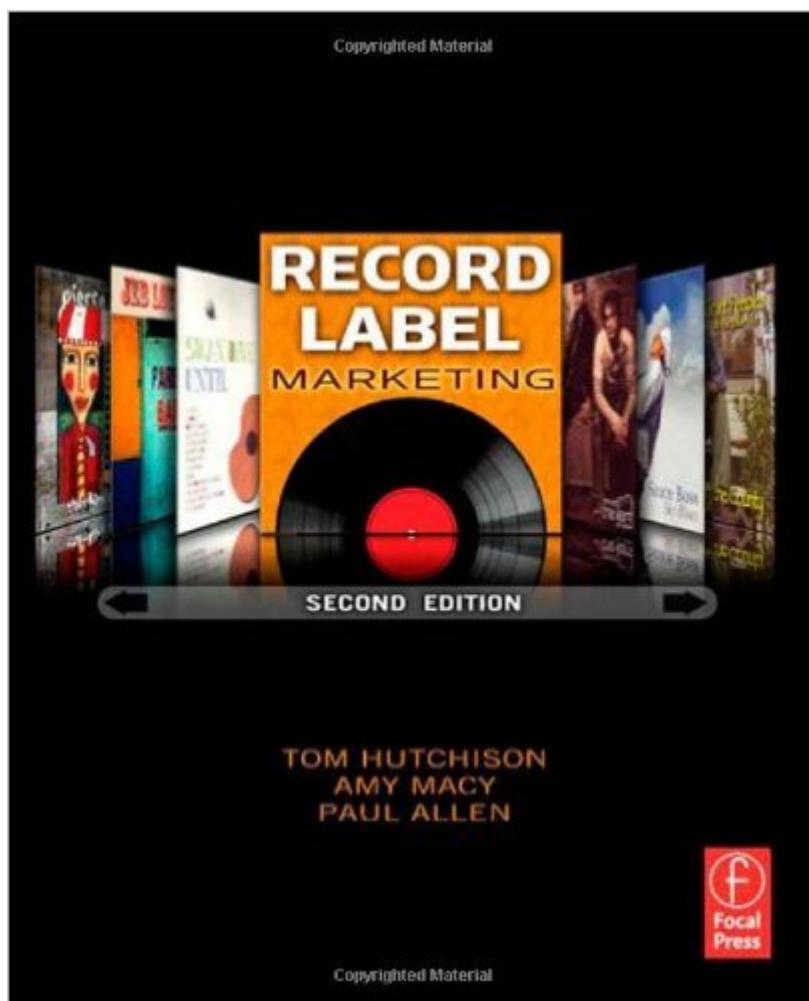


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# Record Label Marketing



## 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. 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

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## 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.

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