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## Music Business: It's All about the Music. Right? (Paperback)

By A J Grant, Rene Lo Rene

iUniverse, United States, 2005. Paperback. Book Condition: New. 223 x 147 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Success in the music industry is not just about great music; it's about working smarter and knowing the business. Drawing on their many years of experience in the high-tech, rapidly changing music industry, authors A. J. Grant and Lo Rene give aspiring musicians, songwriters, and managers the practical information and expert advice they need to make it big in music. Musicians, songwriters, and co-owners of an entertainment company, Grant and Lo Rene offer a realistic, insider view of the industry and show you how to develop and sell your whole package, including talent, image, communication skills, and business know-how. Recommended assignments and projects help you build self-esteem, set achievable goals, network effectively, endure the pressures of a highly competitive business, and perfect the kind of stage presence that impresses an audience (and any key music executives who might be in it). Whether you're looking to land a recording agreement, a publishing deal, or just some more lucrative gigs, you will find this resource invaluable for building a rewarding and lasting career in music. With the practical...



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