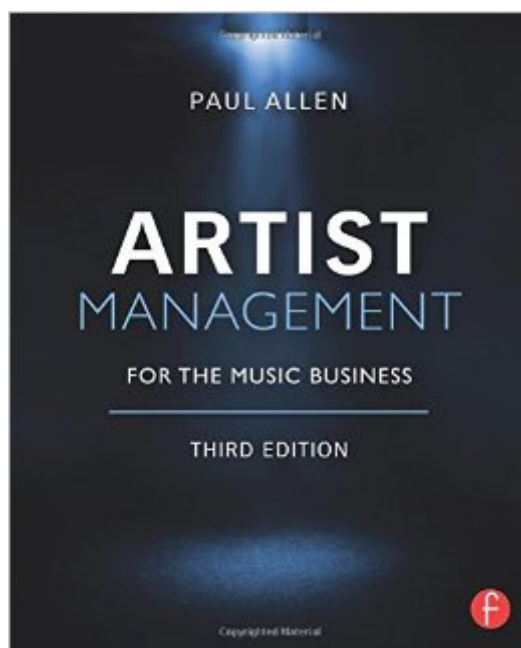


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# Artist Management For The Music Business



## Synopsis

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).

## Book Information

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## Customer Reviews

Paul Allen's newest edition is the definitive book on artist management for several reasons. Far beyond a "how to" tutorial on the basics of the business, he illuminates the nuances of managing client personalities and sizing up an artist's motivations, ambitions and vision. His real-world perspectives, experiences and practical advice on career guidance are essential reading for both prospective managers and artists. This is especially true because of the high caliber of sources

Professor Allen uses; they are among the top names in the business. Paul's insider knowledge and discussion on power players, getting calls returned and networking to build relationships are worth the price of admission alone. Extremely well-written and easy to follow, this edition is updated with timely new information on the relevant aspects of social media, the increasing impact of streaming vs. downloads/physical sales and the increasingly common "360" deals. The contract samples and copies of related documents are important resources, as is Prof. Allen's extremely valuable website. If you are considering a role in artist management, as a professional musician, or, for that matter, any role in the music business, you will find this book to be a valuable investment of your time and resources. Highest recommendation.

It's an excellent overview for aspiring artists and managers alike, and it's full of advice and wisdom. Anyone studying this business would do well to begin their focused education here, if only to establish a working vocabulary for the industry. The end of each chapter provides an extensive list of resources for continued reading as well. If you read this, also read the books listed in the resource section of each chapter for an extensive self-education. There's nothing quite like a common vocabulary for efficient communication between all the facets of the music industry.

This edition has a lot of new information and some helpful examples. If you enjoyed one of the earlier editions, I suggest that you get a copy of this new edition. I just recommended it to a young artist who is hunting for a manager. I'm sure that this will let him know what to look for in a manager. **BE SURE TO CHECK OUT THE SITE THAT THE AUTHOR PROVIDES.** There are some awesome links.

This is a great book that explains what an artist manager is supposed to do and not required to do. It is a must read for any artist or manager that doesn't understand the vital and practical applications of artist management. It explains in detail why managers are integral to the artist's success no matter what their professional level may be.

Paul Allen gives a terrific overview of artist management. It's easy to read and understand, and is not specific to any genre of music. So, it will fit any student. My students are really getting a lot out of this book. I particularly like that he includes balancing working on behalf and for your artist while also developing yourself as an artist manager. A very delicate balance!

Great info. for the music manager's resource library. Was shipped quickly.

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