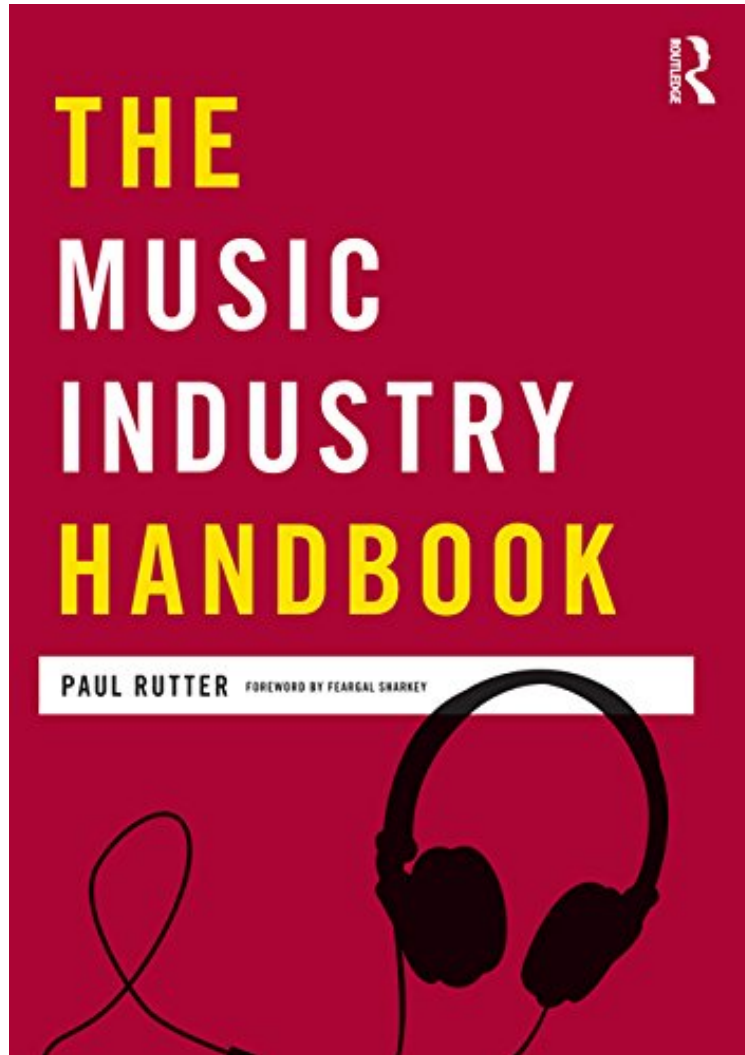


(Read ebook) The Music Industry Handbook (Media Practice)

The Music Industry Handbook (Media Practice)

Paul Rutter

*ebooks | Download PDF | *ePub | DOC | audiobook*



DOWNLOAD



+

READ ONLINE

#2072690 in eBooks 2011-05-20 2011-05-20 File Name: B00545DEYU | File size: 75.Mb

Paul Rutter : The Music Industry Handbook (Media Practice) before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Music Industry Handbook (Media Practice):

The Music Industry Handbook, Second edition is an expert resource and guide for all those seeking an authoritative and user-friendly overview of the music industry today. The new edition includes coverage of the latest developments in music streaming, including new business models created by the streaming service sector. There is also expanded exploration of the music industry in different regions of the UK and in other areas of Europe, and coverage of new debates within the music industry, including the impact of copyright extensions on the UK music industry and the business protocols involved when music is used in film and advertising. The Music Industry Handbook, Second edition

also includes: in-depth explorations of different elements of the music industry, including the live music sector, the recording industry and the classic music business; analysis of business practices across all areas of the industry, including publishing, synchronisation and trading in the music industry; profiles presenting interviews with key figures working in the music industry; detailed further reading for each chapter and a glossary of essential music industry terms.

'The Music Industry Handbook by Paul Rutter is an excellent resource for our Managing a Music Business Enterprise (MMBE) qualification' Stephen Melhuish Director of Music Business School, London Ltd. 'This book has captured the real essence of working in the modern day music business with accuracy and honesty!' Colin Lester, International Music Manager, Twenty First Artists 'An invaluable introduction to all students seeking an insight into today's rapidly-changing popular music industry.' Dr Colin Riley, Composer and Senior Lecturer Brunel University 'This interesting handbook discusses many important issues relevant to today's industry and tackles challenging subjects such as the latest income streams for creators, in an easy to understand way, providing a very useful resource for any young individual aiming for a career in music.' Guy Fletcher, Chairman of PRS 'A comprehensive overview of all the key aspects of the music industry in Britain within a contemporary context. A much needed and long awaited textbook for British students of Music Industry and allied areas.' Dr. Milan Todorovic, Course Leader Music Media Management and director of the Centre for Research in Cultural Industry Management at London Metropolitan University 'Stu Lambert's chapter on music synchronisation and non-music brands, provides fascinating insight and comment on this highly creative field of music making and exploitation in respect of these contemporary emerging markets.' Simon May, International Music Composer 'Dr Carboni's chapter provides a fascinating survey of what goes on behind the scenes to harness new strategies and technology in maintaining and broadening the audience for classical music.' Geoffrey Norris, Music Critic, The Daily Telegraph 'In his chapter, Marius Carboni helpfully elucidates the complexities of the classical music industry in terms which are not daunting for the layman and offers insider insights to the artistic ambitions and business goals of the multi-national record companies.' Hugh Canning, Chief Classical Music Critic, The Sunday Times 'Marius Carboni's chapter on the classical music business makes compelling reading, with key trends in marketing, social networking and the digital revolution observed from the perspective of a real specialist in the field.' Professor Timothy Blinko, University of Hertfordshire
About the Author Paul Rutter is an Associate Professor and Programme Group Leader of the Popular Music Scheme at Southampton Solent University, UK. He is a writer, musician, international songwriter/composer and music producer. Paul is a regular on-air guest contributor, commentator and research consultant in BBC media on popular music news and issues and has over 30 years' experience in the music industries. He is also chapter author of 'Soundtracks: Using Music in Film' in The Film Handbook (Mark de Valk with Sarah Arnold, 2013).