



The Future of the Music Business: Music Pro Guides (Future of the Music Business: How to Succeed with the New Digital)

Steve Gordon

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(Music Pro Guide Books & DVDs). New technologies are revolutionizing the music business. While these changes may be smashing traditional business models, eroding CD sales, and creating havoc among the major record companies, they are also providing new opportunities for unsigned artists, independent labels, and music entrepreneurs. This book provides a legal and business road map as well as practical tips for people looking to sell music online, develop an online record company, create an Internet radio station, open an online music store, use peer-to-peer networks to promote and sell music, take advantage of wireless technologies, and much more. This revised 2nd edition is the most up-to-date and thorough examination of current trends. Also included is an entire audio course as taught by the author at the New School for Social Research, plus hundreds of links to web resources, including continuous updates so this book will never be out of date.

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