

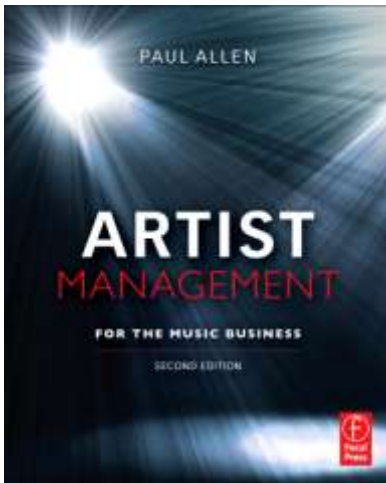


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The Art of Artist Management

Music Industry Insider Paul Allen Reveals the Inner Workings of the Music Business



(Burlington, MA – March 29th, 2011) [Focal Press](#), the global leader in media technology publishing is proud to announce the publication of [Artist Management for the Music Business, 2nd Edition](#), by Paul Allen. This updated edition provides clear, in-depth information on what to do as an artist manager and how to do it, preparing the reader for the realities of directing the careers of performers in the risky but rewarding music business.

The book prepares the reader for a successful career looking at the application of classic management theory to artist management and contains:

- Key industry insights for both new and experienced artist managers
- Exclusive planning and management tools
- Successful career strategies for managers and the artists they manage

The book also features profiles of artist managers, an exclusive and detailed template for an artist career plan, and samples of major contract sections for artist management and record deals. Updated information including a directory of artist management companies is available on the [companion website](#).

Artist Management for the Music Business is written for record industry employees who want to know both what to do as a professional artist manager and how to do it as well as for all students studying music business or industry programs.

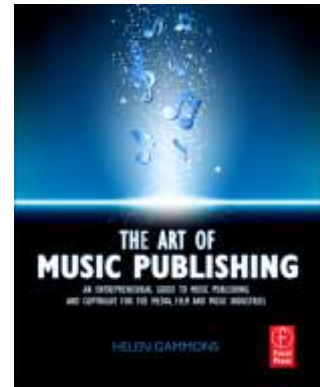
Also newly released by Focal Press, and sure to become the “bible” of music publishing, is [The Art of Music Publishing: An Entrepreneurial Guide to Publishing and Copyright for The Music, Film and Media Industries](#) by music industry veteran Helen Gammons.

This guide, for those who want to pursue a career and succeed in the lucrative area of music publishing, is the first of its kind. Industry insider Helen Gammon provides real inspiration, a tangible and ‘hands on’ perspective to the exciting high-risk, high-reward music business.

The book helps readers prepare for a career in music publishing and learn about various topics:

- understanding the role of the publisher
- copyright
- managing rights
- income streams
- contracts

Gammons looks at how, when and where income is generated in all the current areas of business. As well as exploring all the areas of music publishing that are available, the new industries offering new income streams and the business models that are developing.



"Whether you're already a music publisher or would like to be one, this book will give you a mass of useful information - fresh ideas, up-to-date legal opinions, video interviews with music biz legends, provocative thoughts about where the business is heading, and plenty of good anecdotes." -- Simon Napier Bell, manager of The Yardbirds, George Michael and Wham, Marc Bolan.

About the Authors:

Paul Allen is Associate Professor in the Department of Recording Industry at Middle Tennessee State University and co-author of Record Label Marketing, also published by Focal Press. He is also a frequent lecturer at other universities on artist management and other music business subjects. His career work has included radio, TV, political management, and the music business.

Helen Gammons, MBA, has three decades of experience as International Creative Director and Business Affairs for leading music industry companies, responsible for music publishing, music supervision, synchronization, licensing of songs and masters, business affairs and artist development. Helen is currently Head of Business Studies at the Academy of Contemporary Music (ACM) in the UK (www.acm.ac.uk). Executive Director of Planet Audio Group www.planetvideosystems.co.uk, including www.rotolight.com and Executive Producer on forthcoming Hollywood movies. Helen also advises music companies as a business mentor for www.rockstargroup.co.uk.

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