

STEVE MARCONE AND DAVE PHILP

MANAGING YOUR BAND

A GUIDE TO ARTIST
MANAGEMENT

SEVENTH EDITION

music**PRO**
guides



Managing Your Band

Steve Marcone, Dave Philp



Managing Your Band:

Managing Your Band Steve Marcone, Dave Philp, 2021-06-24 *Managing Your Band* A Guide to Artist Management is your go to guide for artist management in the new music industry especially independent artists taking the DIY route Industry insiders Steve Marcone and Dave Philp tackle the work and knowledge required of an artist manager and band member focusing on earning revenue from an artist's three major revenue streams songwriting and publishing live performance and recording The book investigates the roles of the many industry intermediaries illustrating how many of today's artists including DIY artists function as their own entertainment companies This seventh edition includes updated information for the twenty first century artist and manager including key information on the impacts of COVID 19 on the industry New sections and chapters include The twenty first century DIY manager The live ecosystem Music publishing Social media Analytics offered by streaming services Each chapter includes learning objectives a summary and suggested projects for course usage

Managing Your Band Stephen Marcone, 2003 According to Dr Stephen Marcone personal management is still the weakest link in a music business that operates by fragmenting its product This comprehensive new edition includes an updated recording agreement with current industry language and a sample merchandising agreement takes into account the many changes in concert promotion and features descriptions of new legal battles Use this book as a helpful reference for touring publicity contracts marketing trademarks copyrighting enhancing creativity and much more Straight forward and up to date this is an easy to understand and all encompassing primer for aspiring bands and managers Walter O'Brien Owner Concrete Management Inc manager of Pantera and others Dr Stephen Marcone is Director of Music Graduate Studies and Professor of Music at William Paterson University in Wayne New Jersey

Managing Your Band Stephen Marcone, David Philp, 2017 **MANAGING YOUR BAND ARTIST MANAGEMENT THE ULTIMATE RESPONSIBILITY** **Managing Your Band 5th Ed** marcone, 2010-09-27 An advanced text concerning artist management in the music and entertainment industry Includes new business models and 360 deals and focusing on the entrepreneurial aspect of the career Chapters include contracts touring marketing merchandising legal battles The appendix includes a comprehensive list of related websites

Managing Your Band - Sixth Edition Stephen Marcone, David Philp, 2017-06-01 Book Making it in music has never been easy but today it's harder than ever before The digital age has dawned and with it the music biz has wholly merged with the entertainment industry Up and comers are immediately faced with a dire choice alter your art to appease the powers that be or learn to navigate the notoriously grimy underside of the most glamorous profession in the world Whether you're a self-reliant DIY musician or an aspiring personal manager Stephen Marcone and David Philp's *Managing Your Band Artist Management The Ultimate Responsibility* can help you keep your shirt and maybe just maybe make a buck all for less than the price of a decent dinner Now in its sixth edition *Managing Your Band* has long since been the standard bearer for aspirants and hardened vets alike From dive bars to festivals from branding and merchandising to marketing and publicity

from publishing and licensing to rights and contracts Marcone and Philp leave no stone unturned in this comprehensive guide to artist management A lofty claim eh No need to take our word for it luminaries in every corner of the industry are willing to testify To put it mildly the book has a reputation with record labels John Butler Vice President of Promotion at Curb believes that Marcone and Philp take on our ever changing business with a fresh and complete approach The breadth of information here is as important to veterans as it is to the new entrepreneurs that will power the current and next versions of the music industry Paul Sinclair the EVP of Digital Strategy Innovation at Atlantic attests that the 6th edition of Managing Your Band provides an excellent blueprint to follow paths of flexibility and specificity toward a successful career in music In this book you find the framework Implement it well and you have a better shot of finding success with your musical art Joe Riccitelli the EVP GM of RCA considers the book a must for new and established managers who may need a brush up on topics they have forgotten as Stephen s David s vast experience pays off in the 6th edition Hell this is the only book music mogul Harvey Leeds took to Israel to teach the Israelis about the international music and entertainment business In the end we think Doc McGhee the man who whisked Bon Jovi and Motley Crue to superstardom says it best I wish I had something like this when I was starting out What more can we say Pick up the latest edition of Managing Your Band and chase that wild dream

Managing Your Band Steve Marcone,Dave Philp,2021-06-24 Managing Your Band A Guide to Artist Management is your go to guide for artist management in the new music industry especially independent artists taking the DIY route Industry insiders Steve Marcone and Dave Philp tackle the work and knowledge required of an artist manager and band member focusing on earning revenue from an artist s three major revenue streams songwriting and publishing live performance and recording The book investigates the roles of the many industry intermediaries illustrating how many of today s artists including DIY artists function as their own entertainment companies This seventh edition includes updated information for the twenty first century artist and manager including key information on the impacts of COVID 19 on the industry New sections and chapters include The twenty first century DIY manager The live ecosystem Music publishingSocial media Analytics offered by streaming services Each chapter includes learning objectives a summary and suggested projects for course usage

Managing Your Band Daniel E. Harmon,2011-12-15 This insightful volume provides readers with valuable information about managing a band what to look for in a band manager or management team getting gigs controlling a band s sound and much more *Managing Your Band* Stephen Marcone,2006 Book One of the most comprehensive books available covering publicity touring contracts branding marketing trademarks merchandising and record companies this latest edition includes new business models for succeeding in the virtual world and new contracts for personal management and artists releasing their own digital product Also features an expanded chapter on business management new artist manager court cases and updated industry website listings **Managing Your Band** Scott Witmer,2009-08-15 Managing Your Band written by front man Scott Witmer of the indie group Light Sweet Crude gives

readers the tools they need to have a successful band From forming a band to promotions this book is a treasure trove of insider knowledge Also covered are types of practice space tips for getting along with band mates and manager responsibilities

ABDO Daughters is an imprint of **ABDO Publishing Company** *Music Management for the Indie Artist* John Macallister, 2016-06-25 Are you struggling to get your music heard Have you ever felt lost or directionless on how to manage your career Inside *Music Management for the Indie Artist* you ll discover How to gain a crystal clear vision of your future in music The single most important thing you can do to start getting calls from music managers Why you need a business and marketing plan and how to write it How to protect yourself from falling victim to unscrupulous managers What music management is all about and why it pays to self manage your career Whether you just released your first song or are a seasoned musician ready to take your music career to the next level this book is for you You should already know how to manage your music career before you decide to get a manager Because only then will you be perceived as desirable to work with But the sad thing is most artists have no clue when it comes to the most important aspects of managing a music career Many artists think they just have to get their music heard to be successful Believe it or not that s really just the tip of the iceberg If you believe you can carve out a successful music career all on your own without any help you are basically committing career suicide You need to find others who have made it and follow in their footsteps But if you don t know how to get and deal with a manager you might find yourself getting ripped off Simply put Most indie artists don t have a real strategy for building a successful music career Many struggle for years going nowhere achieving nothing and end up returning to or staying stuck at an unfulfilling day job barely earning enough money to support themselves and their family living a life of quiet desperation with their hopes and dreams crushed It s a terrible thing to see But we ve got good news for you You do not have to end up like most struggling artists because for the first time ever we ve together the ultimate roadmap to help you take control of your own music career And guess what It s going to help you look INFINITELY more attractive to any potential manager This is a complete step by step 228 page blueprint which contains a treasure trove of the best kept marketing business secrets for indie musicians artists and bands who want to start managing their music career like a pro become a music phenomenon and attract a top music manager

The Insider's Guide to Managing Your Credit Deborah McNaughton, 1998 Nationally recognized credit expert Deborah McNaughton illustrates in this practical and comprehensive book how readers can get their finances back on track and reach their credit goals with some planning and research Readers learn how to apply for qualify and establish credit deal with credit problems and restore their credit reports when there are problems

How to Start a Band Micah Nichol, 2015-06-19 Are you a talented musician who s looking to put together a band and with any luck rise to stardom be paid to perform in front of a live audience and even hear your music on the radio Have you considered though that this effort is going to take more than just a group of musicians While musicians often move people with their euphonious offerings it s rare that they have a level headed business mindset

too so for that reason it s critical to designate one person who can act as motivator counselor and business advisor all rolled into one These functions are typically provided by a dedicated manager who also acts as an accountant a sales person and spokesperson a public relations officer and legal aid and whatever else the band may need them to be at the drop of a hat Without the right person performing these functions your band won t get much further than your parents garage The good news is that starting out you can actually operate as your own band manager for a while At least until your band becomes a household name and you can t even go to the grocery store without being asked for an autograph No matter how hot your music is the management of the band is what will ultimately determine your success So if you re up for the challenge of wearing two hats one as musician and the other as manager I encourage you to learn exactly what it takes to manage your band and actively seek out your band s popularity and financial success This book is designed to teach you everything you need to know about putting together and managing a band

The Girl's Own Annual ,1895 *Artist Management for the Music Business* Paul Allen,2022-03-20 Anyone managing an artist s career needs to be well versed and have a savvy understanding of the moving parts of the music business Learn how and why those moving parts move as well as how to manage and navigate a music based career *Artist Management for the Music Business* gives a comprehensive view of how to generate income through music and how to strategically plan for future growth The book is full of valuable practical insights It includes interviews and case studies with examples of real world management issues and outcomes Updates to this new edition include a new chapter for independent self managing artists expanded and updated sections on networking social media and streaming and a basic introduction to data analytics for the music business This book gives access to resources about artist management and the music business at its companion website www.artistmanagementonline.com

The Touring Musician Hal Galper, *The Touring Musician* helps performers at all levels of experience to take control of their careers Packed with practical information this invaluable handbook guides musicians in applying sound business practices to band travel by evaluating assets creating an action plan researching negotiating and booking venues arranging transportation and lodgings managing personal and tour finances and getting publicity *The Touring Musician* includes Point by point advice about how to set up a small business Eleven sample worksheets and checklists in a ready to photocopy format that will help keep you and your information organized Samples of the major types of legal documents involved in booking a band A step by step chapter showing you how to book and route a sample tour including five calendars and five budgets Plus solid advice about how to research your venue contacts negotiate gigs and fees manage your band finances coordinate your promotional activities and much much more

Cafeteria Management ,1921 **N. Y. Bar Assn.: Court of Appeals 1902: Vol. 19** , *Sales Management* ,1928 *Printers' Ink; the ... Magazine of Advertising, Management and Sales* ,1910

Music Law Richard Stim,2009 Music Lawdont start your band without it If you belong to a band and love the art of your job but sing the blues when it comes to the business side of it all you need Music Law because the business side is a very

important side like it or not and understanding it is your ticket to finding gigs if not fame managing your website if not your fortune and staying out of tax trouble Written by musician and lawyer Richard Stim the book explains clearly how to understand record contracts buy insure and maintain equipment tour on a budget use audio samples create album covers and artwork legally protect your copyright and trademark the band name sell your music manage multiple band websites deal with taxes and much more The 6th edition is thoroughly updated with the latest changes in trademark and copyright law It also contains new information on musical collaborations between DJs and other musicians All forms available on CD ROM

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