



Successful Artist Management

Xavier M. Frascogna, H. Lee Hetherington

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Winner of the ASCAP Deems Taylor Award, this is a revised and updated reference on management in the music and entertainment business. It offers professional information required by performing artists and those involved in developing an artist's career. Included is guidance on the business aspects of: live performance; music recording; music publishing; working in television, radio and film; and planning a career and making the plan work. It should be of interest to musicians, managers, record company executives and music publishers.



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