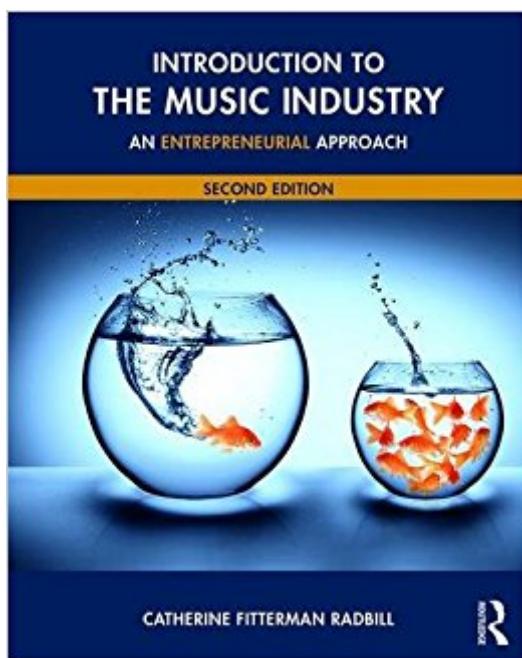


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Introduction To The Music Industry: An Entrepreneurial Approach, Second Edition



Synopsis

Introduction to the Music Industry: An Entrepreneurial Approach, Second Edition is an introductory textbook that offers a fresh perspective in one of the fastest-changing businesses in the world today. It engages students with creative problem-solving activities, collaborative projects and case studies as they explore the inner workings of the music business, while encouraging them to think like entrepreneurs on a path toward their own successful careers in the industry. This new edition includes a revised chapter organization, with chapters streamlined to focus on topics most important to music business students, while also maintaining its user-friendly chapter approach. Supported by an updated companion website, this book equips music business students and performance majors with the knowledge and tools to adopt and integrate entrepreneurial thinking successfully into practice and shape the future of the industry.

Book Information

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Customer Reviews

"Professor Radbill's unique entrepreneurial approach to understanding the ever-changing world of the music business is a must-read textbook for emerging professionals. With enlightened examples, hands-on research suggestions, and discussion prompts, this textbook will bring a classroom to life. Students will enjoy the engaging stories and will relish the opportunities afforded through this innovative approach!" — Timothy Channell, Associate Professor and Director of Music Business, Radford University "Introduction to the Music Industry: An Entrepreneurial Approach, Second Edition, is a comprehensive and engaging text ideal for today's entrepreneurial music industry students. The website, supporting materials, and learning activities are suited to all

student learning styles; instructors will find it foundational and adaptable." *©Mary Anne Nelson, Music Industry Program Director, The College of Saint Rose* "For emerging music professionals wanting to set the world on fire, here's your essential entrepreneurial guide to the global music industry. Loaded with inspiring profiles crossing all genres, the book provides readers with the foundation needed to prosper in today's music careers." *©Angela Myles Beeching, author of Beyond Talent: Creating a Successful Career in Music*

Catherine Fitterman Radbill is an Arts Consultant with more than fifteen years of university teaching experience. She is the founder of the Entrepreneurial Center for Music at the University of Colorado at Boulder, and served as professor and chair of the Steinhardt School Undergraduate Music Business Program at New York University.

Great book! Digestible, relevant very practical! Uses relevant and recent examples, a very practical tool and guide into the business side of music. Not a bunch of academic jargon, but straightforward information that is very useful! Sometimes it's hard to sift through all the information out there and find good resources, I would highly recommend giving this book a read if you are interested in any part of the music industry.

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