



# **It All Begins with the Music: Developing Successful Artists for the New Music Business**

*Don Grierson, Dan Kimpel*

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
# It All Begins with the Music: Developing Successful Artists for the New Music Business

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The music industry is a worldwide business that generates more than 40 billion dollars each year. If you are looking to make your mark and grab a piece of this fortune, this is the book for you. *It All Begins with the Music: Developing Successful Artists and Careers for the New Music Business* offers practical information, career blueprints, and a world of wisdom for aspiring artists, managers, and executives on how to make an impact in today's music business. It provides a comprehensive examination of the new methods by which recording artists are discovered, developed, and nurtured in the modern music industry. Anyone can benefit, from potential recording artists and performers, to aspirants and professionals in artist management, major and independent music distribution channels, producers, agents, publicists, PR and marketing representatives, and music publishers. You'll find priceless behind-the-scenes information distilled from interviews with artists, managers, and executives at the forefront of the new music business. Get the insider tips you need, and begin your successful career in music today!

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