

Record Label Marketing - , Amy Macy

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Record Label Marketing provides clear, in-depth information on corporate marketing processes, combining marketing theory with the real world "how to" practiced in marketing war rooms. This industry-defining book is clearly illustrated throughout with figures, tables, graphs, and glossaries. Record Label Marketing is essential reading for current and aspiring professionals and students, and also offers a valuable overview of the music industry. Record Label Marketing... * Builds your knowledge base by introducing the basics of the marketing mix, market segmentation and consumer behavior* Gives you the tools necessary to understand and use SoundScan data, and to successfully manage the budget of a recorded music project* Presents vital information on label publicity, advertising, retail distribution and marketing research * Introduces you to industry resources like NARM, RIAA, and the IFPI* Offers essential marketing strategies including grassroots promotion and Internet/new media, as well as highlighting international marketing opportunities* Reveals how successful labels use video production, promotional touring and special products to build revenue * Looks to the future of the music business-how online developments, technological diffusion, and convergence and new markets are continually reshaping the industryThis guide is accompanied by a website, recordlabelmarketing.com, which offers interactive assignments to strengthen your knowledge as well as updates on the latest news, industry figures and developments.Author: Hutchison, Tom Author: Macy, Amy Author: Allen, Paul Publisher: Focal Press Illustration: N Language: ENG Title: Record Label Marketing Pages: 00432 (Encrypted EPUB) / 00432 (Encrypted PDF) On Sale: 2005-12-14 SKU-13/ISBN: 9780240807874 Category: Technology & Engineering : Acoustics & Sound

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