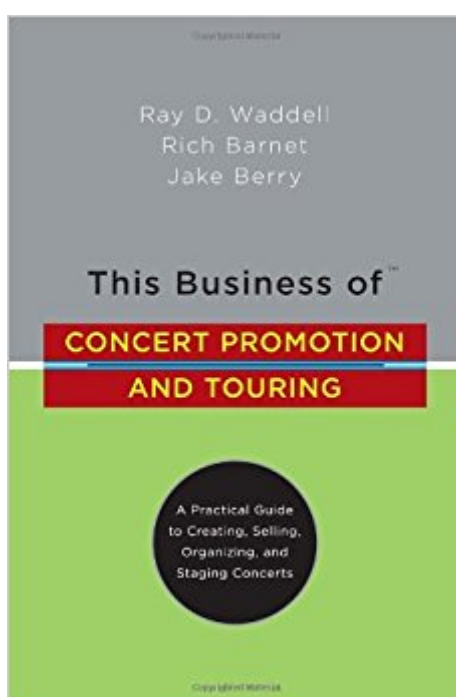


The book was found

This Business Of Concert Promotion And Touring: "A Practical Guide To Creating, Selling, Organizing, And Staging Concerts"



Synopsis

The only book that looks at the business of concert promotion. Concerts are part art, part party and a big part business. This *Business of Concert Promotion and Touring* is the first to focus on that all-important business aspect, from creating a show, to selling a show, to organizing the show, to staging the show. Working with venues, personnel, booking, promoting, marketing, publicity, public relations, financial management, and much more are covered in this indispensable one-volume resource. And the ideas and techniques explained here can be used for every type of concert promotion, including college shows, artist showcases, club gigs, as well as major events handled by local promoters, nationwide promoters, and worldwide promoters. Concert promoters and tour managers at every level need to know *This Business of Concert Promotion and Touring*.

Book Information

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Customer Reviews

Roy Waddell is Senior Writer, Touring, for Billboard magazine. His weekly column, On the Road, keeps him in regular touch with agents, promoters, artist managers, business and venue managers, ticketing agencies, and everyone else associated with this business of concerts. He lives in Hendersonville, TN. Richard D. Barnett, a professor in the Department of Recording Industry at Middle Tennessee State University, is co-author of *Controversies of the Music Industry*. He lives in Nashville, TN. Jake Berry, co-owner of Production Alliance, has worked in production management of tours by

Tina Turner, the Rolling Stones, Madonna, AC/DC, Metallica, and Motley Crue. He lives in Scottsdale, AZ.

The book does a nice job giving you the basics of concert promotion. It was more cool to me as I knew one third of the people mentioned and quoted in the book. The information stayed very simple and easy to understand for a beginner. I am thinking there are a lot of experienced road warriors who wouldn't know ALL the details of the choreography that goes into putting on a daily show.

Excellent resource!

It's so hard to find books about the music business these days that are not out of date, but this book is the best one that I have read so far. It tells you about the industry from an artists' perspective and from the business perspective, while also providing a road map of how to be successful in the concert industry. I really enjoyed this book and will keep it for future reference later in my career and life.

Awesome, very informative. A must read for the basics!!! I learned a lot. Recommend reading to all, again a must read.

I think it is a good book to understand how the overall concert promotion and touring business works. It is good for both starting musicians and people who want to work in music business. The book describes some basic things everybody working in the music business should know.

Somewhat dated. Stiff textbook writing. Some useful info.

My teacher at UCLA uses this as a textbook for his class. He says it's the best book on the subject and I couldn't agree more. It says everything you need to know about this business, and it's very easy to understand, even for people who have never worked in the industry.

Great content and a good reference resource!

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