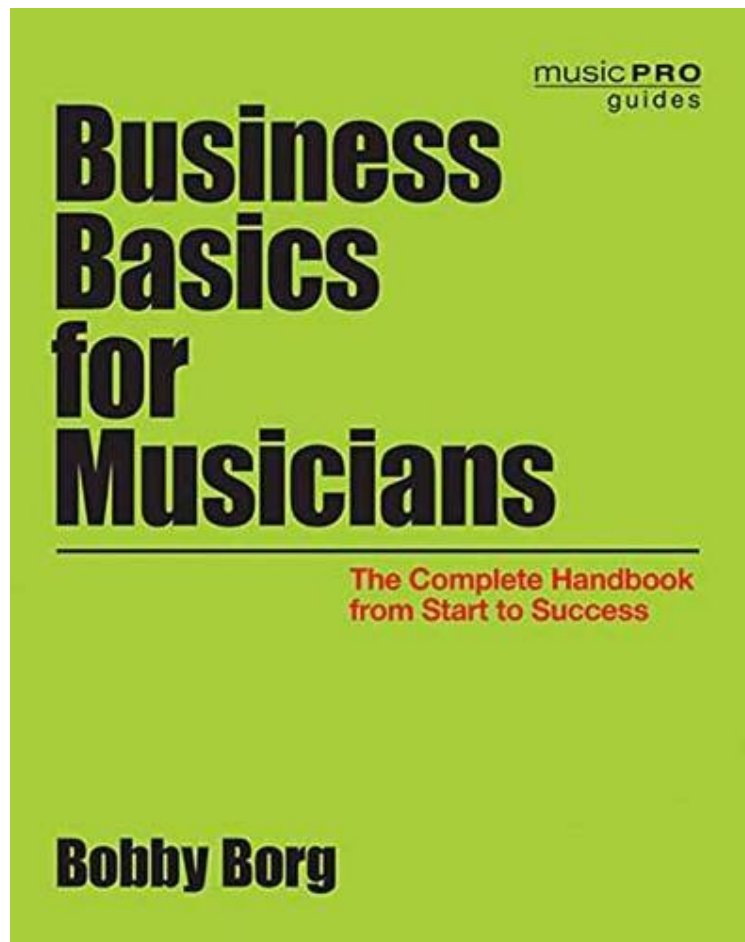


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Business Basics for Musicians: The Complete Handbook from Start to Success (Music Pro Guides)

Bobby Borg

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Bobby Borg : Business Basics for Musicians: The Complete Handbook from Start to Success (Music Pro Guides) before purchasing it in order to gage whether or not it would be worth my time, and all praised Business Basics for Musicians: The Complete Handbook from Start to Success (Music Pro Guides):

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you want a clear explanation of the ins and outs of the music biz, then I recommend this book. Even if you've been on the scene for a while, it's a good refresher.

(Music Pro Guide Books DVDs). There has never been a greater need for musicians to understand the music business than now, when emerging technologies make it possible for artists to act as their own record labels, and new contracts are structured to grab the biggest slice of an artist's revenue pie. But in a digital age overflowing with confusing and ever-changing information, musicians need trusted business advice from a veteran artist who can break down the basics in a language they understand. Written by a professional musician for other musicians, *Business Basics for Musicians* is the layperson's guide to the music industry. In a conversational tone and an easy-to-scan format, it simplifies five vital areas in which musicians need to succeed: Career Execution, Business Relationships, Pro Teams, Deals and Dollars, and Future Predictions. Everything from copyright to record deals, managers, merchandising, and doing it yourself is covered. With interviews, anecdotes, and review quizzes, this must-have manual will help artists master business essentials quickly so they can get back to doing what they love best creating music.

"Borg's book is the most complete practical guide to being a working musician I've ever seen. From his unique perspective as a Berklee Alumna, noted recording and performing artist of over 25 years, Borg offers valuable tips and practical advice on getting started, developing your business and pursuing a successful music career, in a style that is both non-pretentious and engaging. His writing includes several real life examples and excerpts from interviews with noted industry professionals that highlight the keys to success and the pitfalls to avoid when trying to make it in this business...from band agreements to songwriters split sheets to the importance of live performance, this book leaves no stone unturned. If one is serious about pursuing a career as a musician, this book is a must-read." --John Kellogg, Assistant Chair Music Business/Management, Berklee College of Music

"Borg has distilled his five primary topics in the book down to: Career Execution, Business Relationships, Pro Teams, Deals Dollars, and Future Predictions. In Bobby's words, 'Most musicians spend years developing throe musical talent only to learn about the music business the hard way.'... *Business Basics for Musicians* doesn't cover the fun and exciting side of the music dream, but it could keep it from becoming a nightmare." --Maverick Magazine

About the Author **BOBBY BORG** (Los Angeles, CA) is a former major label, independent, and DIY artist who has worked with the most respected managers, producers, and A and R executives in the music industry. He teaches at Musicians Institute and UCLA Extension and speaks at prominent schools worldwide. Borg is the author of *The Musician's Handbook*, *Music Marketing for the DIY Musician*, and over 1,000 articles, and the founder of Bobby Borg Consulting, where he assists rising music professionals globally. His website is bobbyborg.com