



Artist Management for the Music Business

By Paul Allen

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Artist Management for the Music Business By Paul Allen

Allen prepares you for the realities of successfully directing the careers of talented performers in the high-risk, high-reward music business.

You will learn to prepare yourself for a career in artist management - and then learn the tools to coach, lead, organize time, manage finances, market an artist, and carve out a successful career path for both yourself and your clients.

The book features profiles of artist managers, an exclusive and detailed template for an artist career plan, and samples of major contract sections for artist management and record deals. Updated information including a directory of artist management companies is available at the book's companion website.

A peer reviewer for Artist Management for the Music Business proclaimed ".this is going to be an excellent text. It contains many unique insights and lots of valuable information." This is essential reading for managers, students, and artists in the music business.

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Editorial Review

About the Author

Paul Allen is Associate Professor in the Department of Recording Industry at Middle Tennessee State University and co-author of Record Label Marketing, also published by Focal Press. He is also a frequent lecturer at other universities on artist management and other music business subjects. His career work has included radio, TV, political management, and the music business.

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