

Managing Your Band: 5th Edition

By Dr. Stephen Marcone



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(Book). One of the most comprehensive books available covering entrepreneurship, branding, social networking, publicity, touring, contracts, marketing, trademarks, merchandising and record companies. This latest edition includes the intricacies of 360 deals and new business models for succeeding in the virtual world, and new contracts for personal management and artists releasing their own digital product. Also features an expanded chapter on business management, new artist-manager court cases, and updated industry website listings.



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Editorial Review

About the Author

Dr. Stephen Marcone graduated from Syracuse University with a B.A. and a Masters in Music. As a trumpet player, he was a member of an Epic Record's recording group and toured the country taking an active role in the creative and managerial aspects of the ensemble. He holds an Ed.D. in Instructional Design and is Director of the Music Management Programs at the William Paterson University of New Jersey.

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