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START RUN YOUR OWN RECORD LABEL: WINNING MARKETING STRATEGIES FOR TODAYS MUSIC INDUSTRY



Billboard Books. Paperback. Book Condition: New. Paperback. 352 pages. Dimensions: 8.8in. x 6.0in. x 1.0in.For everyone interested in starting a record labelto market new talent or to release and promote their own musicthere has never been a better time to do it! Music can be released, distributed, and promoted for a fraction of traditional costs. Veteran author and music-business consultant Daylle Deanna Schwartz (who started and ran her own label) has rewritten and expanded her classic, Start and Run Your...

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