



Managing Your Band: Artist Management: The Ultimate Responsibility

Stephen Marcone

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University of Miami Music Business Professor James Progris calls *Managing Your Band* "the best book on personal management out there," and Donald Groder, the Chair of the Music Business/Management Department at Berklee College of Music says it is "a good teaching text and a layman's answer to the band's business operations." This comprehensive new edition is filled with helpful diagrams and sample documents to make band management easy. It includes chapters on Personal Management, The Contract, Marketing the Artist, The Recording Company, The Recording Contract, Touring, Merchandising, Endorsements and Sponsorship, and much more. Also includes interesting case studies of famous legal battles in the music industry. 260 pages.

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