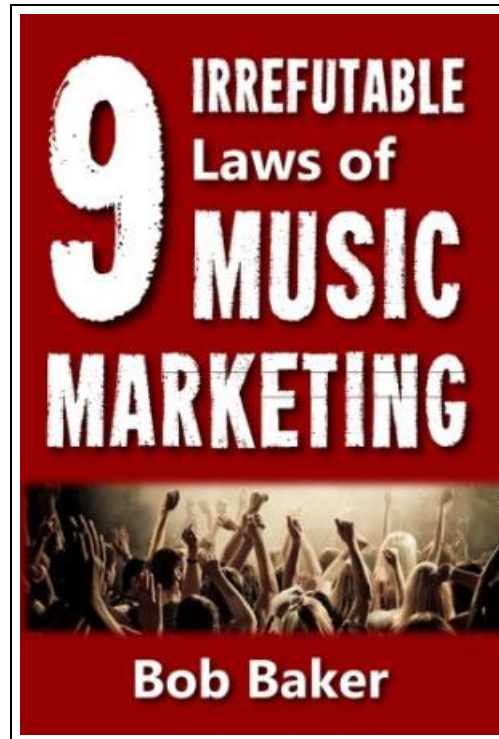


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Createspace Independent Publishing Platform, United States, 2017. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Do You Know These Nine Timeless Music Marketing Principles? From the author of the Guerrilla Music Marketing Handbook . The business of making, promoting and selling music has changed drastically since the dawn of the 21st Century. (How s that for overstating the obvious?) I ve been immersed in music marketing since the early 1990s. I ve witnessed, participated in, and written often about the huge shifts that have taken place. I know first-hand how confusing and frustrating it can be to stay on top of everything - all of the new websites, new technologies, and new routes to success. However, from this perspective I ve also come to another realization: Hidden among all of these changes are some timeless, irrefutable principles that many musicians, songwriters, managers, publicists, and other music pros have sadly lost sight of. Sure, the tools and tactics evolve. But if you really look under the hood, you ll find several factors that have always powered the link between musicians, self-expression, fans, popularity, and ultimate success as an artist. For the purposes of this book, I am calling these factors Laws. After decades of intimate involvement with the topic, I consider them to be the foundational, undeniable principles that govern music marketing. These laws were in effect decades ago, they are alive and well today, and they will continue to influence musicians, songwriters, bands, and fans for decades to come. Why obey these laws? In a world filled with ever-changing options, I find it comforting to know there are some things I can always count on. I may not know what the hot new website or app will be six months from now, but I can...

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