



Start and Run Your Own Record Label, Third Edition: Winning Marketing Strategies for Today's Music Industry (Start & Run Your Own Record Label)

By Daylle Deanna Schwartz

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Start and Run Your Own Record Label, Third Edition: Winning Marketing Strategies for Today's Music Industry (Start & Run Your Own Record Label) By Daylle Deanna Schwartz

For everyone interested in starting a record label—to market new talent or to release and promote their own music—there 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 & Run Your Own Record Label*, to reflect industry changes and new opportunities for marketing music in today's climate.

Start & Run Your Own Record Label is a comprehensive guidebook to building a record label, packed with how-to information about market trends and revenue streams for music releases. In addition to updated information on physical distribution, generating publicity, marketing, and promotion, it also has new information about key issues including:

- Balancing on and offline promotion and marketing
- Making the most of online resources (social-networking sites, blogs, ringtones, videos, radio, and more)
- Using digital distribution profitably
- Licensing your recordings for use in the media
- Marketing music overseas

Ms. Schwartz has compiled new interviews with top industry professionals and independent labels—including recording artist CJ Baran (Push Play), Jed Carlson (founder, ReverbNation), Daniel Glass (founder, Glassnote Entertainment), blogger Perez Hilton, Scott Lapatine (founder, Stereogum), recording artist Ingrid Michaelson, Jeff Price (founder, Tunecore), MP3 bloggers, music-magazine editors, publicists, and others—for the most up-to-date, authoritative, and practical compendium available.

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Editorial Review

About the Author

DAYLLE DEANNA SCHWARTZ is a music industry consultant, self-empowerment counselor, and successful author of many books including *I Don't Need a Record Deal* and *The Real Deal: How to Get Signed to a Record Label*. She has appeared on more than 300 television and radio shows, including *Oprah* and *Howard Stern*, and has been quoted in many publications, such as the *New York Times* and *Billboard*. Schwartz lives in New York City.

Users Review

From reader reviews:

Peter Clark:

Why don't make it to be your habit? Right now, try to ready your time to do the important work, like looking for your favorite book and reading a e-book. Beside you can solve your problem; you can add your knowledge by the e-book entitled Start and Run Your Own Record Label, Third Edition: Winning Marketing Strategies for Today's Music Industry (Start & Run Your Own Record Label). Try to make book Start and Run Your Own Record Label, Third Edition: Winning Marketing Strategies for Today's Music Industry (Start & Run Your Own Record Label) as your good friend. It means that it can for being your friend when you truly feel alone and beside associated with course make you smarter than in the past. Yeah, it is very fortunated in your case. The book makes you considerably more confidence because you can know every little thing by the book. So , we need to make new experience as well as knowledge with this book.

Earl Hess:

Playing with family inside a park, coming to see the water world or hanging out with good friends is thing that usually you could have done when you have spare time, then why you don't try point that really opposite from that. One activity that make you not experience tired but still relaxing, trilling like on roller coaster you are ride on and with addition details. Even you love Start and Run Your Own Record Label, Third Edition: Winning Marketing Strategies for Today's Music Industry (Start & Run Your Own Record Label), you are able to enjoy both. It is great combination right, you still wish to miss it? What kind of hang type is it? Oh occur its mind hangout guys. What? Still don't understand it, oh come on its identified as reading friends.

Erin Marshall:

Start and Run Your Own Record Label, Third Edition: Winning Marketing Strategies for Today's Music Industry (Start & Run Your Own Record Label) can be one of your beginner books that are good idea. We all recommend that straight away because this e-book has good vocabulary that will increase your knowledge in words, easy to understand, bit entertaining but still delivering the information. The writer giving his/her effort to get every word into satisfaction arrangement in writing Start and Run Your Own Record Label,

Third Edition: Winning Marketing Strategies for Today's Music Industry (Start & Run Your Own Record Label) although doesn't forget the main stage, giving the reader the hottest as well as based confirm resource data that maybe you can be among it. This great information can drawn you into fresh stage of crucial considering.

Lauren Allison:

A lot of people said that they feel uninterested when they reading a book. They are directly felt it when they get a half elements of the book. You can choose the particular book Start and Run Your Own Record Label, Third Edition: Winning Marketing Strategies for Today's Music Industry (Start & Run Your Own Record Label) to make your current reading is interesting. Your skill of reading proficiency is developing when you similar to reading. Try to choose straightforward book to make you enjoy to see it and mingle the opinion about book and looking at especially. It is to be very first opinion for you to like to open up a book and study it. Beside that the book Start and Run Your Own Record Label, Third Edition: Winning Marketing Strategies for Today's Music Industry (Start & Run Your Own Record Label) can to be your brand new friend when you're really feel alone and confuse in what must you're doing of this time.

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