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## Start Run Your Own Record Label: Winning Marketing Strategies for Today's Music Industry

By Daylle Deanna Schwartz

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 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 and Run Your Own Record Label*, to reflect industry changes and new opportunities for marketing music in today's climate. *Start and 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...



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