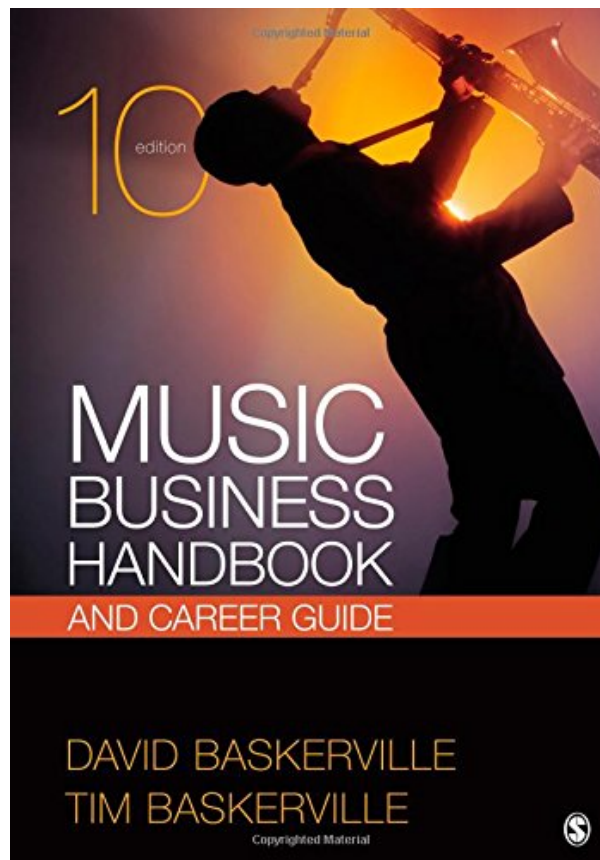
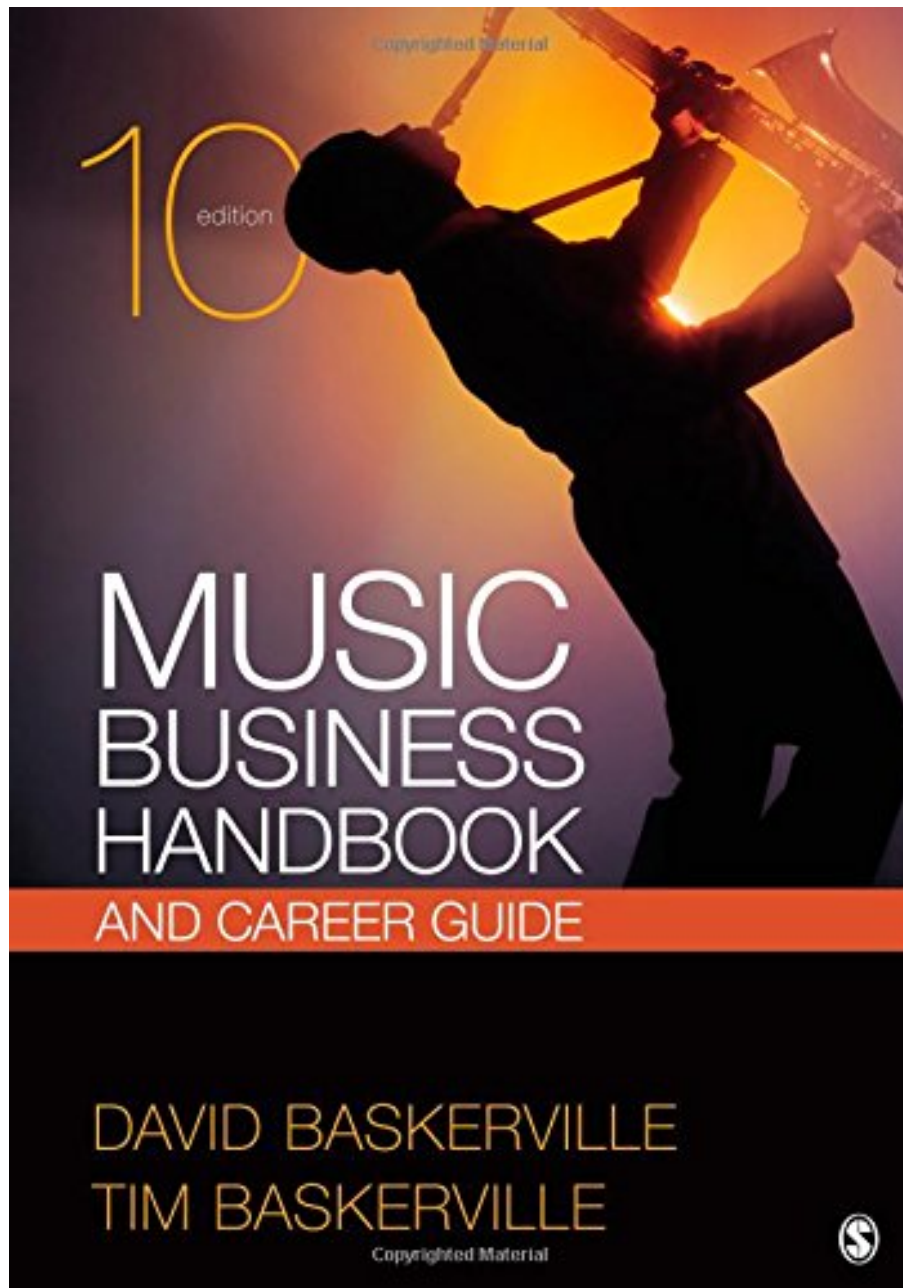


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## Review

Overall, the volume is informative and especially useful in the arena of popular music. A wide audience will find it valuable.

(CHOICE 2013-05-01)

## About the Author

Editor Tim Baskerville has a diverse background in entertainment and media. He began his career in broadcasting after receiving a B.A. in theater arts from UCLA. Early affiliations included CBS and Cox Broadcasting, where he served as a writer-producer. The first TV documentary he created for CBS stations was nominated for an Emmy. As a publisher and entrepreneur, he launched business periodicals on the home video software industry, global film distribution, and multinational broadcasting. Today, a publishing company he founded in London in the 1990s is one of the world's leading providers of data on mobile entertainment ([www.informamedia.com](http://www.informamedia.com)). In recent years he served as President of Kagan Research, the leading provider of financial analysis on the media industry, and CEO of JupiterResearch, a key source of consumer research on Web behavior. As a consultant, Baskerville's clients have included the Motion Picture Association of America, Variety, Time Warner, IBM, International Data Corp., Young & Rubicam, JVC America, Apple, and The Rockefeller Foundation. He has been both a strategy consultant and weekly columnist for Billboard. Baskerville was Vice President of the Music and Entertainment Industry Educators Association (MEIEA), member of the Writers Guild of America, west, and chapter founder of the Overseas Press Club of America.

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The special Tenth Edition of this powerhouse best-selling text maintains its tradition as the most comprehensive, up-to-date guide to the music industry. The breadth of coverage that this book offers is unlike that of any other resource available. Music business newcomers and professionals alike will find Baskerville's handbook a valuable resource, whatever their specialty is within the field music. It is ideal as the core textbook in courses such as Introduction to the Music Business, Music and Media, Music Business Foundations, and survey courses. This book can also be used for more specialized courses on the record industry, music merchandising, music careers, artist management, music and the law, arts administration, and music in popular culture.

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Provides the latest insights into the industry, which is going through extensive changes

By Midwest Book Review

The new updated edition of Music Business Handbook And Career Guide provides the latest insights into the industry, which is going through extensive changes. For one, digital downloads and piracy are changing how music itself is available to the public. Online music, iPods, and other computer-based changes are transforming not only how the industry does business, but how it presents products and sells them. Sections on careers include all kinds of options, from managing artists to producing concerts, producing motion picture and TV scores, and more. A focus on all kinds of interactions between artist and producer, record company executive to band, makes Music Business Handbook And Career Guide one of the most comprehensive music business books on the market.

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Excellent!

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I had this as a textbook in my Intro to Music Industry Studies at college. It gives you all the basic aspects of the music industry, including jobs, marketing and a bunch of other stuff. It doesn't go into great depth so if you're wanting a more detailed view of how the music industry works I suggest that you try to find another book to buy separately or go along with this. It includes all of the basic terms necessary for the business of recording, marketing, merchandising, etc.

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Great resource for anyone interested in the music business

By SF Jones

This book has provided so much help and information and guidance to me.

David and tim Baskerville provide a great service by keeping this book up-to-date!

Highly recommended!

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