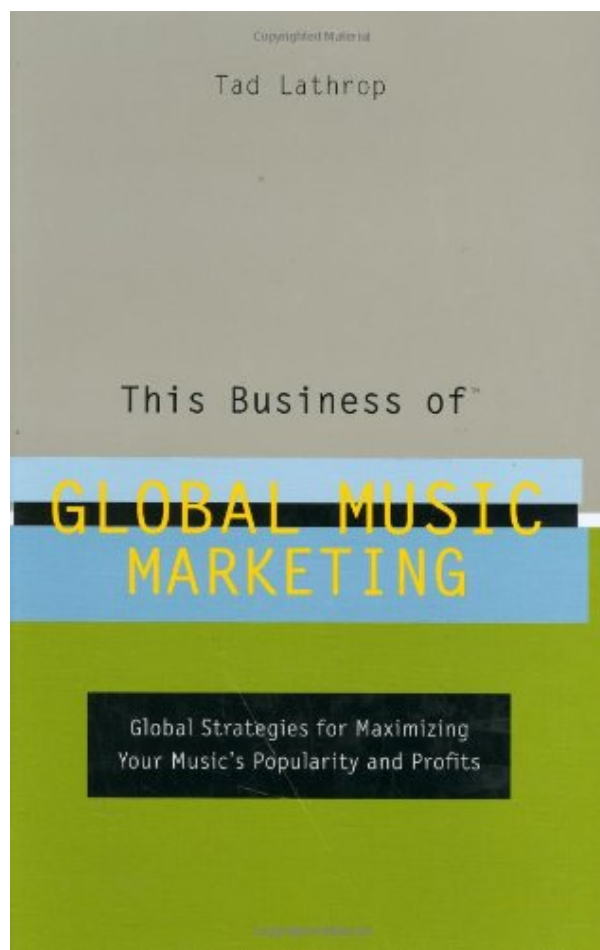


THIS BUSINESS OF GLOBAL MUSIC MARKETING: GLOBAL STRATEGIES FOR MAXIMIZING YOUR MUSIC'S POPULARITY AND PROFITS BY TAD LATHROP



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About the Author

Tad Lathrop, the author of **This Business of™ Music Marketing and Promotion**, produced and co-wrote **Jazz: The First Century** and the book/CD compilation **Cult Rockers**. He lives in Oakland, California.

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Think BIG—capture the global music market.

Worldwide tours, internet downloads, international album distribution—the global market for music is expanding with lightning speed, and that means big opportunities for everyone in the music business. The main obstacle? Lack of knowledge. The world market is packed with opportunity, but it's also full of cultural, regulatory, administrative, legal, political, and logistical pitfalls. This Business of™ Global Music Marketing offers a map of the world, with full information on how to break into the global market, how to distribute records abroad, how to find an audience, how to package records to appeal to local markets, how to establish partnerships with foreign businesses, how to deal with different rules of trade, and much more. A companion volume to author Tad Lathrop's top-selling This Business of™ Music Marketing and Promotion, This Business of™ Global Music Marketing offers everyone in the music business a chance to go global.

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About the Author

Tad Lathrop, the author of This Business of™ Music Marketing and Promotion, produced and co-wrote Jazz: The First Century and the book/CD compilation Cult Rockers. He lives in Oakland, California.

Most helpful customer reviews

4 of 4 people found the following review helpful.

All musicians need this.

By Midwest Book Review

Today's music is global and reaches a world-wide audience and so attempts to promote and market it necessarily are different from more regional approaches used in the past. Both business libraries and music collections need THIS BUSINESS OF GLOBAL MUSIC MARKETING to understand how music reaches around the world: even musicians need to understand the process. From product and image development and marketing to distribution options and promotion via traditional and Internet means, THIS BUSINESS covers

all the basics, offering guidelines for profitable operations in cross-border music commerce and addressing such issues as understanding the world's major regions, exporting to other countries, packaging and pricing music for global sales, and more. All musicians need this.

Diane C. Donovan
California Bookwatch

0 of 0 people found the following review helpful.

Only book available that covers this subject that is up-to-date in 2009

By Alexander E. Maas

As far as I know, this is the only book available that covers this subject. There was a short article in the WSJ about a specific musician, and how he has been able to self promote his music using social media tools.

And there was the following available--(there is another with a similar name, not promising a fortune, but not worth reading)

How to Sell Music, Collectibles, and Instruments on eBay... And Make a Fortune

I would highly suggest that one reads this book if you are a musician who wants to promote his or her music using current internet and other tools.

However, what I need to leave--unsaid is I believe I have a completely new way for musicians to avoid being ripped off by people sharing MP3s of their music, leaving musicians with nothing. But that is for another time.

3 of 3 people found the following review helpful.

Poignant but Wordy

By John M. Storey

Following in the footsteps of the other amazing 'This Business Of...' series of music business based books, this one doesn't disappoint. However, it's a bit wordier than the rest of them; the information is dead on and extremely helpful, but you just have to prepare yourself for the task at hand (which would be: making sense of all of it as you read.) Before you go and buy this book though, make sure you've read Tad's previous 'This Business of...' novel: 'This Business of Music Marketing and Promotion'.

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