



Artist Management for the Music Business

By Paul Allen

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With the evolution of the music business and the shifting influence of large record labels, the artist manager is now – more than ever – at the center of an artist’s career. Artist managers are tasked with keeping abreast of the music industry and supporting the artists under their management while simultaneously managing their *own* careers.

Including key industry insights, exclusive planning guidance, management tools, and strategies for a successful career, *Artist Management for the Music Business* has the tools to support any new or experienced artist manager.

Through its analysis of over a dozen case studies, lessons, and contract examples, author Paul Allen provides a focused look at managing artists’ careers. This follow-up to the best-selling second edition features a new chapter on entrepreneurship including detailed information on how to run an artist management enterprise as a business and includes coverage of anticipating risks, reacting to challenges, and basic money management. The chapter also contains additional sections on the effective use of social media, the Web, and handling online promotion. For additional resources, visit the book’s website at www.artistmanagementonline.com.

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Editorial Review

About the Author

Paul Allen is Associate Professor in the Department of Recording Industry at Middle Tennessee State University and co-author of *Record Label Marketing*, also published by Focal Press. He is also a frequent lecturer at other universities on artist management and other music business subjects. His career work has included radio, TV, political management, and the music business.

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