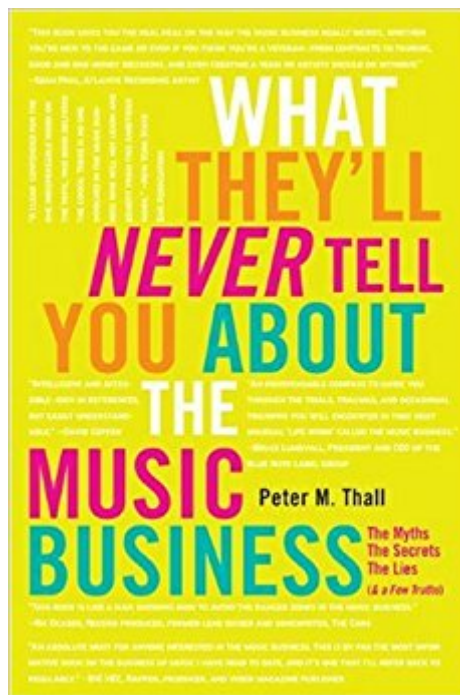


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# What They'll Never Tell You About The Music Business: The Myths, The Secrets, The Lies (& A Few Truths)



## Synopsis

“For someone on the way up, this book is a must; for everyone else, it’s a bible.” Danny Strick, co-President, Sony/ATV Music Publishing, Inc. “This completely revised and expanded edition of *What They’ll Never Tell You About the Music Business* is a must-have reference not only for aspiring songwriters, record producers, and performing artists but also for record company executives, personal and business managers, agents, and attorneys. You’ll learn: “How the Internet has affected every aspect of the music business, from copyright and royalty issues to censorship” How many musicians have seized do-it-yourself Internet opportunities to create successful business models” How satellite radio, digital jukeboxes, and video games are affecting the music market” How artists can maximize their chances for long-term financial health” How the royalty pie is sliced “and who gets the pieces” What snares and pitfalls to avoid when signing an employment contract” And much more. “The music business is complicated, and this book is very helpful in deciphering its pitfalls, opportunities, and challenges.” Clive Davis, Chief Creative Officer, Sony Music Entertainment Worldwide “Thall’s book simplifies a complicated business, and it provides the reader with knowledge that otherwise is available only to those on the inside.” Scott Francis, President, Warner/Chappell Music and Chairman & CEO, Warner/Chappell Music U.S. “Whoever reads this book is getting expert advice from one of the most respected and knowledgeable players in the music industry today. I wish this book was available when I was looking to begin my career in the music business.” David Renzer, Chairman & Chief Executive Officer, Universal Music Publishing Group “Intelligent and accessible--rich in references, but easily understandable.” David Geffen “A clear contender for the one indispensable work on the topic, this book delivers the goods. There is no one involved in the music business who will not learn and benefit from this ambitious work.” New York State Bar Association

## Book Information

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## Customer Reviews

"Intelligent and accessible." -- David Geffen

Peter M. Thall has more than 40 years experience of practicing law and has represented many of the world's greatest artists, such as Simon & Garfunkel, Barry Manilow and ABBA.

This is not a tell-all type book with page-turning stories about hookers and blow. It's a comprehensive book about the legal and financial ins and outs of the music industry. It can be a bit dry at times, but it's very educational and it's worth pushing through the more boring sections. The author does try to add a little humor here and there along with real life examples to make things interesting. All in all a good read, but if I had to offer a suggestion, I'd like to see more real life examples fleshed out more, instead of just side notes here and there.

For the professional in talent/music management, this book may rate 5 Stars. However, it is not an easy read for someone outside the profession to simply learn about the business and to be better informed. I'll keep looking and, in the meantime, try to further digest some of the more sophisticated points the author is obviously qualified in making.

I didn't learn much about the music business that was useful, but at the time, I didn't have a crying need to get deeply involved in this. I may go back to it soon, however because musical copyright organizations seem to be clamping down on small clubs (closing them down, unless they pay a rather high annual fee,) for amateur musicians like me to do occasional gigs. So far, it hasn't done a lot for me, but it could be right for you.

Clear, concise, well written and very, very informative!!! I have been involved in the music business on and off for many years now. This book has opened my eyes to a lot of things I was unaware of. Highly recommend reading for anyone who plans to take a shot at a music career.

A MUST HAVE IN THE LIBRARY!!! Highly recommended for those who are seeking an understanding. This book is a KEEPER...

Excellent for someone who knows a bit already about the industry as it nicely goes into detail of all aspects you possibly want to know/need to know. For newbies I'd recommend to start with D. Passmans "All you need to know about the music Business" and the straight to this one. The only downside is that you actually start to pity 99% of all artists on MTV after reading it, haha!

COULD NOT BE MORE THOROUGH - THIS BOOK WILL PAY FOR ITSELF IN SAVING MISSPENT MONEY.

FUN

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