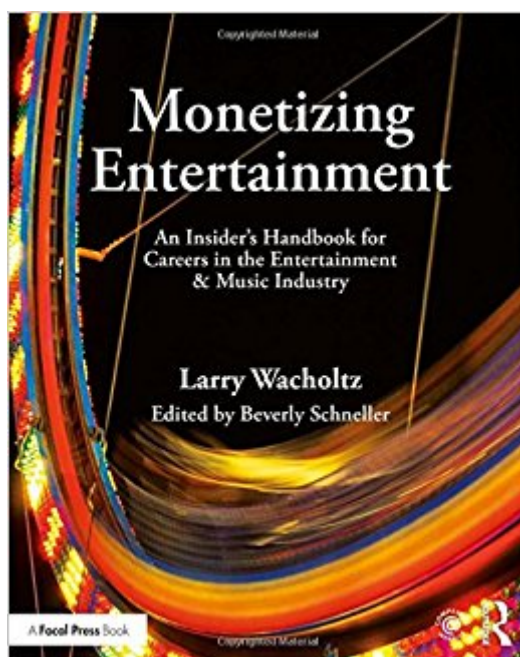


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Monetizing Entertainment: An Insider's Handbook For Careers In The Entertainment & Music Industry



Synopsis

Monetizing Entertainment: An Insider's Handbook for Careers in the Entertainment & Music Industry offers a thorough, guided exploration of the current state of the industry, with an emphasis on trends in copyright, digital streaming, and practical advice for developing a career as an artist, technician, or industry executive. This book investigates a variety of topics within the entertainment and music industry, ranging from traditional and emerging business models to intellectual property rights to the creative destruction happening currently. The book strategically outlines the existing gaps that make being successful as an artist a dynamic interaction between creativity and business. This book includes the following: An overview of the creative destruction process that has destroyed some of the old business models and created a number of career options. A look at innovative, entrepreneurial career options. A step-by-step examination for both creative and business professionals of the administrative and financial structures of the industry. Detailed analysis of trends and topics shaping the current entertainment and music industry drawn from insiders' perspectives and other contemporary resources. An accompanying website (www.routledge.com/cw/wacholtz), hosting case studies, videos, data, infographics, and blog posts on business models, is the perfect companion to this authoritative resource.

Book Information

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Customer Reviews

Dr. Larry Wacholtz is a professor of entertainment and music business at Belmont University in Nashville. A consultant to industry professionals, he is a member of NARAS, USASBE, MEIEA, IFBPA, and The Academy of Entrepreneurship. He is the author of eight other bestselling books on

the entertainment and music business, including *Off the Record: Everything You REALLY Need to Know About the Music Business*, *Star Tracks*, *Principles for Success in the Music and Entertainment Business*, *How the Music Business Works*, and *Inside Country Music* (a Billboard book). Dr. Beverly Schneller is an associate provost for academic affairs at Belmont University in Nashville. She is the author of *Anna Parnell's Political Journalism: Contexts and Texts*, *Writing About Business and Industry*, and *Writing About Science* (with Elizabeth Bowen) as well as numerous articles on literature and higher education. She serves as a Teagle Scholar through the Wabash College Center of Inquiry.

Monetizing Entertainment takes as its theme what you need to know now to be successful in the entertainment industry in the future. Topics covered include the business of entertainment, the structure and components of entertainment products in music, film, video games, radio and TV, and the impact of streaming and other digital delivery options for entertainment products. Additional topics covered are copyright laws, promotion and publicity, and touring. Larry Wacholtz writes with confidence, passion, wisdom, and in an accessible narrative style. The book is thorough and anticipates multiple types of readers' interests. He also uses an array of cleanly and creatively designed visuals to reinforce key points in each of the 12 chapters. Sample budget worksheets and legal contracts, as well as a glossary, round out *Monetizing Entertainment* as your comprehensive resource and guide for anyone in or who wants to be in or simply know more about the entertainment and music business.

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