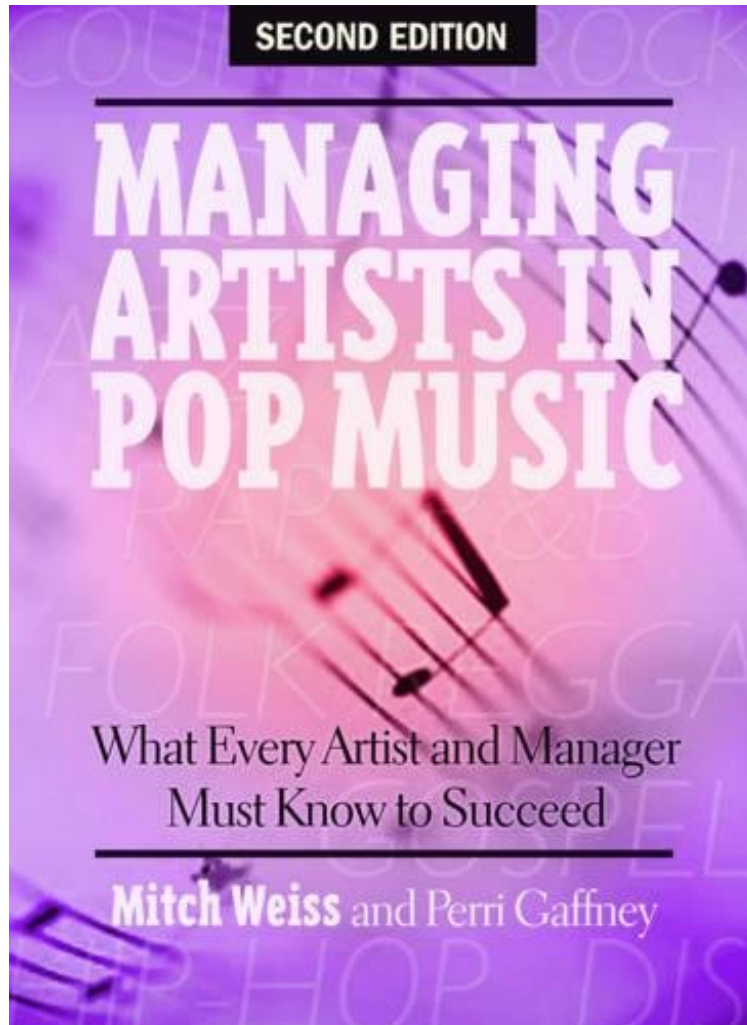


# Managing Artists in Pop Music: What Every Artist and Manager Must Know to Succeed

*Mitch Weiss, Perri Gaffney*  
ebooks | Download PDF | \*ePub | DOC | audiobook



 Download

 Read Online

#1635233 in Books 2012-01-24 Original language: English PDF # 1 9.00 x 6.10 x 6.001, .85 #File Name: 1581158823288 pages | File size: 78.Mb

**Mitch Weiss, Perri Gaffney : Managing Artists in Pop Music: What Every Artist and Manager Must Know to Succeed** before purchasing it in order to gage whether or not it would be worth my time, and all praised Managing Artists in Pop Music: What Every Artist and Manager Must Know to Succeed:

0 of 0 people found the following review helpful. Managing Artist in Pop MusicBy James WayneExtremely well done. Excellent read and very informative. I very much suggest you read if you are a part of the industry or want to be.0 of 0 people found the following review helpful. One StarBy Myrtho Cavenot enough info4 of 4 people found the following review helpful. A terrific guide, cleverly laid out---artists take noteBy A CustomerHard to imagine a book doing a better job than this one does of walking someone through the world of pop music management. The authors

have hit on a clever way to provide a wealth of detail, wisdom and rules, while keeping things entertaining: The narrative follows three days in the life of a manager of a band, using that story on which to hang the nuts and bolts. That way, you not only learn the tricks of the trade, but you get a sense of the life as well. This book would by no means be of interest only to someone who wants to get in strictly on the management side--I'm a (hopefully up-and-coming) musician, and almost everything in the book seemed potentially helpful to me, both in understanding what I can expect in a manager, and in learning approaches to self-management as well. This book is a tremendously valuable addition to my career-development library.

Music managers and artists will learn the secrets of successful management with scenarios from a managers work life along with the legal and business skills to master them. Through stories of real-life famous artist-manager teams, the authors analyze, criticize, and detail what a manager ought to learn to be an effective advisor and representative. The book teaches future music managers and artists how to acquire clients, negotiate contracts, develop image, administer taxes and finances, and deal with promoters, media, attorneys, and unions. A special chapter addresses artists, advising them on what to look for in a manager, how to sign fair management contracts, and how to avoid career manipulation. Packed with industry guidelines, sample contracts, and sure-fire career tips from industry icons, this book is a professional springboard for music managers, recording artists, singers, and rock bands alike.

Every manager and artist should read this book; a primer on how to be a good manager. A how-to book well told in a fast paced story form with real life situations, crises and solutions. (Robert Reilly, Entertainment Manager) Mitch Weiss has achieved a very difficult task...explaining the complexities of artist management in a comprehensive, practical, ethical and entertaining way. His book is an essential tool for anyone involved in the entertainment industry. (Richard P. Dieguez ESQ., Entertainment Attorney) About the Author Mitch Weiss has been a manager for musical and theatrical artists for more than twenty-five years and has been a certified ATPAM manager since 1985. In addition to pop and sports icons, his management experience includes Disney Theatricals International, New York Shakespeare Festival, Big Apple Circus, and countless Broadway shows, including Tony Award winners A Chorus Line and The Grapes of Wrath. A graduate of Oberlin College, he currently teaches courses in music management at New York University. Through his company MW Entertainment Group, he also directs and produces a wide variety of shows and events. He lives in New York City. Perri Gaffney is the author of A Dream Deferred, a novel, and The Substitute, a collection of short stories. She is also a playwright/ screenwriter who has written and contributed to numerous theater plays, independent films, and TV shows. Her coverage of performing arts and cultural events has been featured in Routes and Black Masks. Also an actress, she has performed on radio, television, and film, and in many of the nations top theaters. She lives in New York City.