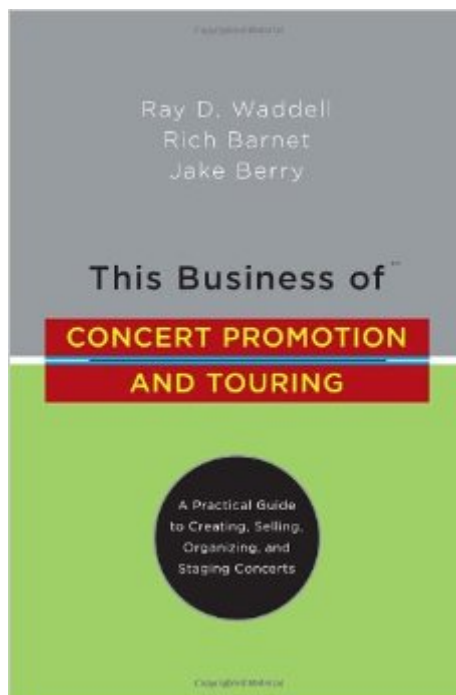


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# This Business Of Concert Promotion And Touring: "A Practical Guide To Creating, Selling, Organizing, And Staging Concerts"



## Synopsis

The only book that looks at the business of concert promotion. Concerts are part art, part party and a big part business. This Business of Concert Promotion and Touring is the first to focus on that all-important business aspect, from creating a show, to selling a show, to organizing the show, to staging the show. Working with venues, personnel, booking, promoting, marketing, publicity, public relations, financial management, and much more are covered in this indispensable one-volume resource. And the ideas and techniques explained here can be used for every type of concert promotion, including college shows, artist showcases, club gigs, as well as major events handled by local promoters, nationwide promoters, and worldwide promoters. Concert promoters and tour managers at every level need to know This Business of Concert Promotion and Touring

## Book Information

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## Customer Reviews

This book was a good compilation of facts to keep an Indie band on track to be successful. Add Tour Smart by Martin Atkins and you should avoid many pitfalls other bands have faced in the past

Finally there's a book that gives a complete and current look at the inner workings of the concert business. Barnett, Berry, and Waddell have filled a void - no, make that a chasm - of reliable, contemporary guidance to those either in or considering earning from the concerts and touring industry. The concert business requires as much planning and risk management as any enterprise,

and This Business of Concert Promotion and Touring gives the tools and guidance to avoid the quicksand. My resume includes concert production and promotion but my personal library now includes this book. Thanks Rich, Jake, and Ray.

THIS BUSINESS OF CONCERT PROMOTION AND TOURING: A PRACTICAL GUIDE TO CREATING, SELLING, ORGANIZING AND STAGING CONCERTS provides new cutting-edge career paths in the notoriously difficult music industry, which has been virtually transformed by digitalization and online copying. Promoters of music have kept industry secrets to success tightly to themselves - until now. Here's a book for any looking to become involved in the music industry and for business pros seeking an edge: from ads and promotion to managing performers, gaining publicity and venue staffing, here are all the keys to industry success and the secrets which fuel such successes.

It's so hard to find books about the music business these days that are not out of date, but this book is the best one that I have read so far. It tells you about the industry from an artists' perspective and from the business perspective, while also providing a road map of how to be successful in the concert industry. I really enjoyed this book and will keep it for future reference later in my career and life.

The book does a nice job giving you the basics of concert promotion. It was more cool to me as I knew and one third of the people mentioned and quoted in the book. The information stayed very simple and easy to understand for a beginner. I am thinking there are a lot of experienced road warriors who wouldn't know ALL the details of the choreography that goes into putting on a daily show.

My teacher at UCLA uses this as a textbook for his class. He says it's the best book on the subject and I couldn't agree more. It says everything you need to know about this business, and it's very easy to understand, even for people who have never worked in the industry.

I am everything for the band and I find the information in this book very valuable depending on the role I play each day, either managing my self or preparing a set for a show, great material, I carry this book with me everyday hoping to have it all memorized.

I think it is a good book to understand how the overall concert promotion and touring business works. It is good for both starting musicians and people who want to work in music business. The book describes some basic things everybody working in the music business should know.

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