



# The Music Industry Handbook (Media Practice)

*Paul Rutter*

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## **The Music Industry Handbook (Media Practice) Paul Rutter**

*The Music Industry Handbook* provides a clear introduction to how the music industry works, unpacking the complex structures within the industry and mapping it as it exists today. Paul Rutter introduces readers to key industry sectors in an easy-to-digest format, then goes on to explore the essential elements of these sectors and how they work in practice.

*The Music Industry Handbook* opens with a foreword by Feargal Sharkey, and boasts interviews and profiles with major figures in the industry such as Pete Astor, Marius Carboni, Stu Lambert, Simon May and Mike Smith, offering insightful background knowledge into working in the music business. The book has a practical focus, yet it also discusses relevant theoretical perspectives and chronology, and thus avoids being simply an 'exposé'. In a fast-evolving market, the author offers advice on keeping up-to-date with future developments, and guides those wishing to enter the industry on the myriad of roles available.

*The Music Industry Handbook* provides valuable business strategies and 'start-up' tools for those that wish to set up independent music ventures, and offers clear explanations of numerous issues including legal trading, ownership and IP music law, copyright, exploitation and protective measures, gatekeeping and hidden music income streams. Throughout the book are suggestions for further reading and valuable source links that guide the reader towards key music industry and media texts, as well as a comprehensive glossary of industry-related terms.

*The Music Industry Handbook* will be invaluable to both new and veteran music-makers, promoters, musicians and managers, and students who want to build confident futures within the music industry.

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