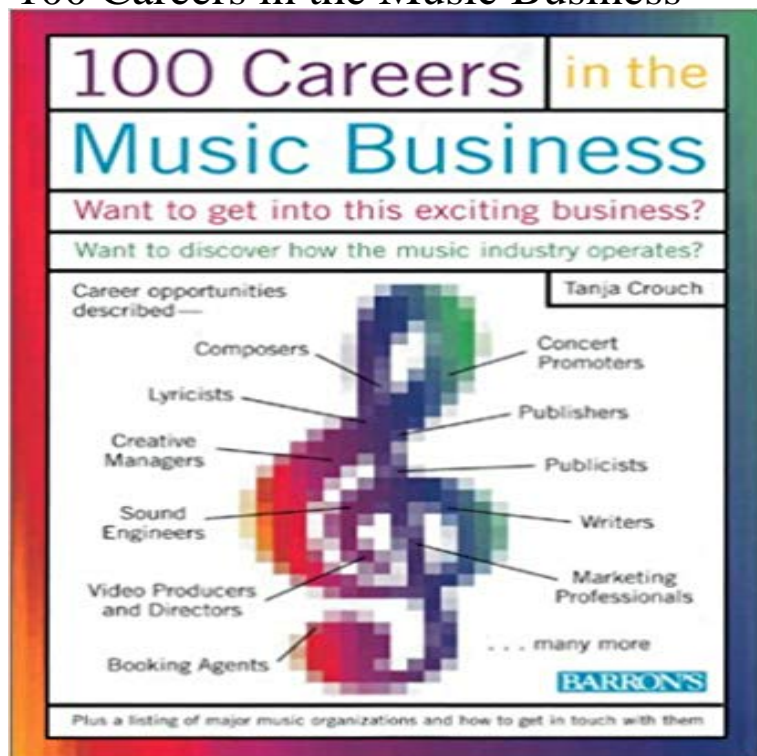


100 Careers in the Music Business



The music industry is flourishing--and young men and women seeking careers don't have to be performing artists to land a rewarding job in the business. Today's music industry needs composers, lyricists, creative managers, sound engineers, video producers and directors, booking agents, concert promoters, publicists, writers, marketing professionals, and even lawyers and accountants. 100 Careers in the Music Business takes the mystery out of job titles like song plugger, product manager, and engineer, and presents easy-to-understand explanations of duties and necessary qualifications. Most important, this book gives an overview of the industry as it currently operates--describing the roles of music publishers, recording companies, record distribution groups, the musicians themselves, producers, management teams, and marketing and promotion operations. Here too are inspiring stories of men and women who have made it in many different areas of music. A glossary of terms defines music industry jargon, and an appendix lists major music organizations. 100 Careers in the Music Business gives readers the most complete picture of today's music industry available anywhere. It's a must-read for anyone considering a career in music, and it deserves a place on the reference shelf of high school and college guidance counselors.

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