



# **This Business of Concert Promotion and Touring: A Practical Guide to Creating, Selling, Organizing, and Staging Concerts**

*Ray D. Waddell, Rich Barnett, Jake Berry*

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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*

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