



Introduction to the Music Industry: An Entrepreneurial Approach

Catherine Fitterman Radbill

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Introduction to the Music Industry: An Entrepreneurial Approach is an introductory textbook that offers a fresh look at one of the fastest-changing businesses in the world today. Emphasizing the importance of entrepreneurial thinking for the music industry, this textbook engages college-level students in learning the fundamentals of the music business while discovering ways to shape the industry's future. Every chapter explores the inner workings of the music industry, using creative problem-solving exercises, discussion questions, collaborative projects, case studies, hands-on activities, and inspiring stories of actual music entrepreneurs. The textbook's companion website provides multi-media content, study guides, and an instructor's manual with lesson plans and suggestions for assessing students' work.

This book will be beneficial to students who want to learn the basics of the music industry and be involved in some way, whether a professional working in support of artists, or an artist trying to launch his or her performing career.



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