

The book was found

# Making Money, Making Music: History And Core Concepts



## Synopsis

*Making Money, Making Music* offers tools to encourage creative and adaptive entrepreneurship in the music business. Written for the classroom and the workplace, it introduces readers to core principles and processes and shows how to apply them adaptively to new contexts, facilitating a deeper understanding of how and why things work in the music business. By applying essential concepts to a variety of real-life situations, readers improve their capacity to critically analyze and solve problems and to predict where music and money will converge in a rapidly evolving culture and marketplace.

## Book Information

Paperback: 304 pages

Publisher: University of California Press (September 6, 2016)

Language: English

ISBN-10: 0520292596

ISBN-13: 978-0520292598

Product Dimensions: 6 x 0.8 x 9 inches

Shipping Weight: 2.8 pounds (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #94,816 in Books (See Top 100 in Books) #45 in Books > Arts & Photography > Music > Business #214 in Books > Arts & Photography > Music > History & Criticism #7364 in Books > Humor & Entertainment

## Customer Reviews

"This book will satisfy the need for a textbook on the music industry that emphasizes its entrepreneurial facets . . . Summing up: Recommended" (CHOICE)

œBruenger offers a highly useful text to those entering or stalled in the business, who are desperately seeking expert guidance. *Making Money, Making Music* gives, for the first time, a publication that is well steeped in research but has access points that will be meaningful to both students and younger professionals. Bruenger has a significant position in creating studies in the field and writes with lucid authority and a welcome lack of ideology. •â "Mitchell Korn, founder of MitchellKornArts, Advisor for Edify Technologies, Inc. and Adjunct Professor of Music and Community at the Blair School of Music, Vanderbilt University •â œ*Making Money, Making Music* provides great historical context. Itâ™s a very interesting read, with great research on the topics

covered. I think this original work is stimulating, excellent, and very well written.ââ Kim Wangler, Associate Professor and Director of Music Industry Studies, Appalachian State University found Making Money, Making Music absolutely fantastic. Bruenger has uncovered a link in the chain that binds the emerging entrepreneurial musician and a more entrepreneurial industry.ââ Gary Beckman, Director of Entrepreneurial Studies in the Arts, North Carolina State University

[Download to continue reading...](#)

Making Money, Making Music: History and Core Concepts Fiverr-Best Gigs to Make Money on Fiverr With Proven Money Making Gigs And Ways for Making Money That Work (Fiverr.com Books, Make Money With Fiverr Gigs, Ideas, Tips, SEO Book 1) Soap Making: 365 Days of Soap Making: 365 Soap Making Recipes for 365 Days (Soap Making, Soap Making Books, Soap Making for Beginners, Soap Making Guide, ... Making, Soap Making Supplies, Crafting) Soap Making: 365 Days of Soap Making (Soap Making, Soap Making Books, Soap Making for Beginners, Soap Making Guide, Soap Making Recipes, Soap Making Supplies): Soap Making Recipes for 365 Days Personal Finance: Budgeting and Saving Money (FREE Bonuses Included) (Finance, Personal Finance, Budget, Budgeting, Budgeting Money, Save Money, Saving Money, Money) Music Money and Success 7th Edition: The Insider's Guide to Making Money in the Music Business Making Money at Home: Methods to Make Money with Drawing Portraits: How I Made More than \$50,000 Selling Art Online and Offline (Ways to Make Money with Art, Selling Drawings) The No Bullsh\*t Guide To Writing Erotica and Making Money (Write Erotica for Money): Writing for Money CRYPTOCURRENCY: WHAT YOU NEED TO KNOW ABOUT CRYPTOCURRENCY TO START MAKING MONEY TODAY (Blockchain, Millionaire, Bitcoin, Cryptocurrency, Money, Ethereum, ... Money, Ethereum Investing, Altcoin Book 1) World History, Ancient History, Asian History, United States History, European History, Russian History, Indian History, African History. ( world history) Chirelstein's Federal Income Taxation: A Law Student's Guide to the Leading Cases and Concepts (Concepts and Insights) (Concepts and Insights Series) The Ultimate Soap Making Guide: Unique Soap Making Recipes & Complete Soap Making Guide for Beginners (Soap Making at Home, Soapmaking Guide, Soap Making Recipes, Soap Making Book) Photography Business: "Making Money in the Music Business as a Photographer" and "How to Make Money and Grow Your Business with Portrait Parties" Passive Income: Realistic Ways to Earn more Money and not live Paycheck to Paycheck (money management, make money online) Penny Pinchers Guide To Saving Money Box Set (6 in 1): Learn Over 200 Simple Strategies To Save Money (Simplify Your Life, How To Save Money, Frugal Living Tips, Budgeting) FRUGAL LIVING: MAKE MORE MONEY

BY SPENDING LESS (Budgeting money free, How to save money tips, Get out of debt fast, Live cheap, Debt free, Spend less) How to Make Money Online: Learn how to make money from home with my step-by-step plan to build a \$5000 per month passive income website portfolio (of ... each) (THE MAKE MONEY FROM HOME LIONS CLUB) HOW TO MAKE MONEY ONLINE: Learn how to make money from home with my step-by-step plan to build a \$5000 per month passive income website portfolio (of 10 ... each) (THE MAKE MONEY FROM HOME LIONS CLUB) Blank Sheet Music - 12 Staves: Blank Sheet Music Paper / Music Sheet Music / Sheet Music Notebook (Volume 59) Blank Piano Sheet Music : (8.5 by 11) Large Print - Music Manuscript Notebook - (Composition Books - Music Manuscript Paper - Piano Sheet Music) Blank ... For Piano 104 Pages Vol.9: Blank Sheet Music

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)