



Music 4.0: A Survival Guide for Making Music in the Internet Age (Music Pro Guides)

Bobby Owsinski

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Featuring the latest music business and social media concepts as well as brand-new interviews with a variety of the industry's top movers and shakers, Music 4.0: A Survival Guide for Making Music in the Internet Age, Third Edition is a completely updated version of the previous best-selling editions! How has streaming music impacted the artist and the industry? Who are the new industry players? Why do traditional record labels, television, and radio have increasingly less influence in an artists success? How should music be marketed and distributed in this new world? How do you make money when listeners stream your music? Whats the best way to develop your brand? How are Facebook, Twitter, and YouTube best used as marketing tools? What are the new technologies being introduced that will influence how we sell and market our work? All these questions are answered in in this updated version of Music 3.0, along with some new high- and low-tech tips for inexpensive marketing and promotion.

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