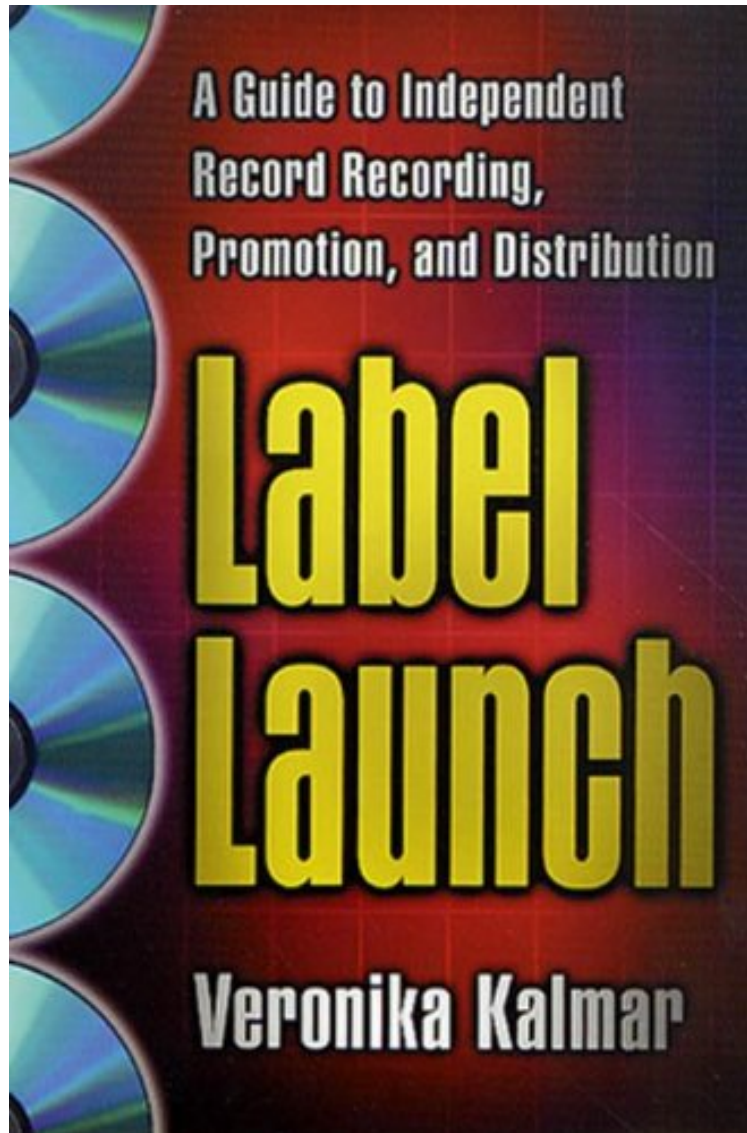


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Veronika Kalmar : Label Launch: A Guide to Independent Record Recording, Promotion, and Distribution

before purchasing it in order to gage whether or not it would be worth my time, and all praised Label Launch: A Guide to Independent Record Recording, Promotion, and Distribution:

0 of 0 people found the following review helpful. Five StarsBy Customerexcellent item, fast shipping. A+++0 of 0 people found the following review helpful. Excellent Book!By Michael Y.This book is excellent! It has valuable information that can assistant you with your label launch. It's not a play by play book like others I've read, but the

information provided does answer many questions you may already have. I would recommend it to anyone wanting to start a label. 1 of 1 people found the following review helpful. Good Book By Jamaal Young I little bit outdated now, but, the book is really good and gives plenty of insight to the way some things are in the music business and the way some things use to be. Definitely a good how to guide for anyone wanting to start their own label.

Whether you're in a band, a business entrepreneur or just interested in the music business, Label Launch will let you take your fantasies of holding the reigns at your own record label into reality. In fun, easy-to-understand language Veronika Kalmar takes you step-by-step through the intricate process of running a label from the moment you think about entering the biz until your first CD, vinyl single, or demo tape rolls off the press. Topics covered include: Funding your label Maneuvering through the legal maze Selling your product online and off Picking and signing bands Promotion and touring Avoiding the most common pitfalls of a new label And even tells you when it's time to sell out to "the man." Kalmer has culled information from the best in the independent record business interviewing heads of labels who have made a great success and those that almost didn't make it.