



# The Musician's Handbook: A Practical Guide to Understanding the Music Business

*By Bobby Borg*

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An unparalleled insiders guide to surviving and thriving in the music business. In The Musician's Handbook veteran drummer Bobby Borg reveals his 25 must know secrets of perusing a successful career in music. Informative one to one interviews throughout the book with industry professionals make essential reading for musicians, songwriters, publicists, agents and anyone else who is interested in making a success in the music business. - Gets down to basics and provides a solid introduction to the business of music. - Filled with practical advise from the professionals

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### **Editorial Review**

From the Author

NOTE: The Musician's Handbook investigates the realities of the music business behind the glamorous fantasy world often portrayed in the media. It is designed to help you to understand the ins and outs of the music industry. At times it will seem harsh. But the more aware you are of the potential obstacles in your path, the better prepared you will be to overcome them. Whether you're out on the road, or just getting ready to cut your first record, it pays to be armed with as much ammunition as possible. Perhaps these quotes from Sun Tzu's The Art of War, an ancient Chinese strategy adapted by leading business professionals today, will illustrate this point:

"Know yourself and know your enemy and you will fight a hundred battles without disaster."

"Know the ground, know the weather; your victory will then be total."

From the Inside Flap

Though the Musician's Handbook focuses on information that will increase your chances for success in the business, it's important for musicians to understand that their passion for music is already their success. They've found something that gives them true meaning; and that's something that many people don't find till late in life or sometimes not at all. Make sure to hold on to this emotion. Don't let your love for music be contingent upon getting a deal, being wealthy, or selling millions of records. That's only the icing on the cake. Always remember that you choose music for your life because you loved it first and foremost. This way, you'll be happy whether you're performing before 30 people in a coffee house, or 30,000 in a stadium.

With musical talent, business preparation, and a realistic attitude you can have an extremely rewarding career in music, both creatively and financially. I trust you'll find The Musician's Handbook a valuable tool in helping you achieve your professional goals. Let's get to it!

About the Author

Bobby Borg has more than 25 years of music business experience. The author of six instructional method books, he lives in L.A.

### **Users Review**

**From reader reviews:**

**Troy Jones:**

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**Christopher Melendez:**

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