



# Managing Artists in Pop Music: What Every Artist and Manager Must Know to Succeed

*Mitch Weiss, Perri Gaffney*

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Discover the real story through a “week in the life of a music manager” in this guide to successful talent management! Through entertaining, real-life stories of famous artist-manager teams, **Managing Artists in Pop Music** analyzes, criticizes, and details what a talent manager must know in order to become an effective advisor and representative. Readers will learn scores of insider secrets for acquiring clients; negotiating fair contracts; avoiding career manipulation; and dealing with promoters, media, attorneys, and even unions. Packed with surefire career tips, industry guidelines, and sample contracts, here is the perfect springboard to success for music managers, recording artists, singers, and rock bands!

- Provides a complete course in music management from the point of view of both artist and manager
- Includes artist-management agreements, booking agreements, independent contractor forms, and booking summaries with clear explanations of each

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