



Surviving The Game: How To Succeed In The Music Business

Sahpreem A. King

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Multi-platinum music producer and author of *Gotta Get Signed How To Become A Hip Hop Producer*, Sahpreem A. King is back with his long awaited follow up, *Surviving The Game How To Succeed In The Music Business*. In this book, Sahpreem takes music business newcomers by the hand and teaches them how to succeed in the music business the do-it-yourself way. In addition, Sahpreem talks about music publishing, marketing and promotion, starting an online record label, the power of social media, and making money from your music without being signed to a record deal. Music is a business. That's what this book is all about. For a whole host of justifiable reasons, there have been numerous other books that have been published about the "talent side" of the music industry. What distinguishes this book is the author's firsthand experience in the industry from both the talent side and the business side. Artists from all genres of music, managers, producers, A&R directors, entertainment lawyers, PR consultants, label executives, and the public at large will benefit immeasurably from reading and studying King's advice and good counsel. Sahpreem King's practical approach on how to get into the music business, and how to do well as a result of your passion for the art form and your willingness to grind and work hard every day, is informed by his years of experience, first as a DJ and recording artist, and then as a successful producer. The book is more than an industry insider's view. Sahpreem tells you what to do and what not to do, from imparting to you his basic knowledge about music to the deeper wisdom that he has acquired over the last twenty years.



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