

Understanding Canadian Business 8th Edition Nickel Book

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Gerald J. Alfred Michael Czinkota Courtland L. Bovee Jack O'Gorman Robert A. Phillips William Pride Upstryve Inc William Pride Kate L. Turabian Stephen Graw

this essential and highly acclaimed guide now updated and revised in its eighth edition explains the business of the british music industry drawing on her extensive experience as a media lawyer ann harrison offers a unique expert opinion on the deals the contracts and the business as a whole she examines in detail the changing face of the music industry and provides absorbing and up to date case studies whether you re a recording artist songwriter music business manager industry executive publisher journalist media student accountant or lawyer this practical and comprehensive guide is indispensable reading fully revised and updated includes the current types of record and publishing deals and what you can expect to see in the contracts a guide to making a record manufacture distribution branding marketing merchandising sponsorship band arrangements and touring information on music streaming digital downloads and piracy the most up to date insights on how the covid 19 crisis has affected marketing an in depth look at copyright law and related rights case studies illustrating key developments and legal jargon explained

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