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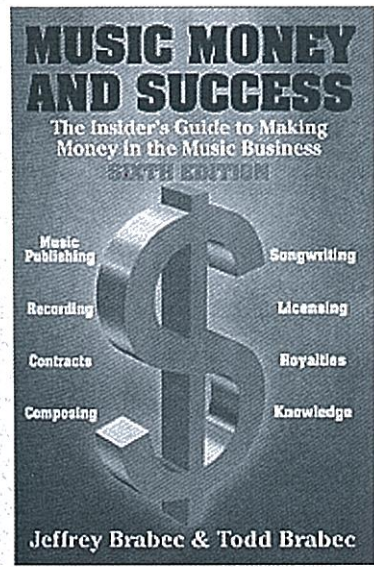
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Review of Jeffrey and Todd Brabec's *Music, Money and Success* *The Insider's Guide to Making Money in the Music Business*

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Since its initial publication in 1994, Jeffrey and Todd Brabec's *Music, Money and Success: The Insider's Guide to Making Money in the Music Business* has earned a well-deserved reputation as one of the most informative, comprehensive, and well-written reference books for songwriters, recording artists, music publishers, record producers, managers, entertainment attorneys, and all other professionals involved in the music industry. The recently released sixth

edition of *Music, Money and Success*, published by Schirmer Trade Books (a division of the Music Sales Group), solidifies the book's prominence as an indispensable reference for anyone in the music business by cogently focusing on the vast array of sources of income in the increasingly complex music business, and on the roles and responsibilities of each player in the industry.

The current edition stays true to the book's original theme: "Experience + Knowledge + Talent + Representation + Luck = Success," although this version astutely updates the formula by incorporating explanations and examples of the most current and evolving trends affecting the economics of the music business. As acknowledged in the text, the opportunity for the exploitation of music has increased tremendously in recent years as new technology continues to widen and redefine the boundaries of the entertainment industry. To effectively address current issues, the Brabecs provide intricate explanations of the newer vehicles of music exploitation, which work increasingly to emphasize music's prominent position in the entertainment industry. The chapter "Music, Money, Internet, Video Games, Cell Phones, and New Media" elaborates on the most recent technology, covering topics such as proprietary rights and royalty payments associated with music downloads, ringtones and ringbacks, and digital streaming.

While thoroughly incorporating information regarding the newer reaches of the music business, the authors are careful not to overlook the importance of the fundamentals of the

industry, such as the crucial roles played by music publishers, record companies, managers and agents, as well as lawyers and the somewhat diminished, but nevertheless critical, traditional sources of income. Throughout the text, the authors explore and explain the wide array of income sources in the music business, both new and old, from television series, motion pictures, home videos, DVDs, downloads, and commercials to concerts, Broadway musicals, video games, karaoke, video jukeboxes, and lyric reprints, replete with examples of the types of uses of songs in these and other media.

Additionally, as both newcomers and industry veterans alike are aware, calculating payments owed to songwriters and music publishers from exploitation of their songs can of-

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ten be complicated and confusing. *Music, Money and Success* addresses this issue by illustrating with "real money" examples just how the income is calculated in the context of the many forms of music exploitation, touching as well on some of the more discrete, but still important, areas such as songs in public service announcements, recordings of hit songs with changed lyrics, medleys, promotional videos, greeting cards, and "hidden" tracks.

The book also dedicates substantial portions of text to a discussion of the more commonly used contracts in the industry, including songwriter contracts, copublishing and administration agreements, and recording artist contracts, as well as agreements with performing rights organizations; and, for each type of agreement, this tome outlines the most important provisions and alerts the reader to common contractual pitfalls by pointing out clauses to avoid. As a valuable resource, the authors also provide sample language for these agreements and even include a chapter consisting solely of various examples of synchronization and mechanical licenses. Furthermore, the book's helpful "Putting It All Together" chapter provides a concise summary of the topics that are discussed in detail throughout the book, such as mechanical

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royalties, recording artist royalties, public performance royalties, and the exploitation of songs in areas such as commercials, motion pictures, and television.

The chapter "Music, Money Lawyers, Managers, and Agents" reminds the reader that these representatives are ultimately responsible for turning an individual's talent and skill into financial success. The chapter provides practical information regarding the types of arrangements and fees an artist or songwriter seeking such representation can expect to encounter. The book also contains a resourceful "Guide to Music Industry Organizations," providing contact information for the most important national organizations in the industry.

The sixth edition of *Music, Money and Success* includes a plethora of informative updates dealing with the most current technological changes and innovations, shifting income streams, and the global concentration of the record and music publishing industries. Combined with the many illuminative explanations of the economic nuts and bolts of the industry, Jeffrey and Todd Brabec have once again succeeded in concise-

ly packaging a wealth of practical business and legal knowledge, enabling readers of this latest edition to greatly enhance the likelihood, even in these challenging times, of thriving in the music business. ❖

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