

Indie Business Power: A Step-By-Step Guide for 21st Century Music Entrepreneurs

By Peter W. Spellman

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From booking agencies and indie record labels to web services and music production houses - we're seeing a groundswell of music entrepreneurial activity galvanized by segmenting markets, loads of small business support resources, and empowering digital tools and media. ***Indie Business Power*** focuses on serving this fast-growing population of "micro" music businesses.

Indie Business Power helps focus the lens on music opportunities today and provides the guidance needed for starting & growing a new venture to meet these opportunities.

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Indie Business Power: A Step-By-Step Guide for 21st Century Music Entrepreneurs By Peter W. Spellman Bibliography

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Review
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- Gerd Leonhard, Music & Media Futurist, Co-Author of *The Future of Music*, Author of "Music 2.0"

Will inspire the enterprising reader to devise new business models based on fundamental truths and wisely-considered counsel.
- Dan Kimpel, Author, *Networking Strategies for The New Music Business*

I am loving Indie Business Power. *It's a comprehensive music business success bible.*
- Adeniji Oluwatoyin, Lagos, Nigeria

A must-have-resource for all of us in this changing music business. I will be using it in my classes, for my clients and sharing it with my colleagues.
- Kerry Fiero, Strive Management

Whether you plan on keeping your day job, going the full DIY route, or working in any way within this transforming music business...Spellman provides the complete manual.
- Storm Gloor, University of Colorado-Denver

About the Author
Peter Spellman is Director of Career Development at Berklee College of Music and has taught at Berklee College of Music, Northeastern University and the University of Massachusetts-Lowell. He's worked as a touring & recording musician, producer, promoter, booking agent and record label manager. He is the author of numerous music career guides including, ***The Self-Promoting Musician, Indie Marketing Power*** and ***The Musician's Internet***. Peter's books are used in dozens of colleges and universities around the world.

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