



This Business of Global Music Marketing: Global Strategies for Maximizing your Music's Popularity and Profits

Tad Lathrop

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Think BIG—capture the global music market.

Worldwide tours, internet downloads, international album distribution—the global market for music is expanding with lightning speed, and that means big opportunities for everyone in the music business. The main obstacle? Lack of knowledge. The world market is packed with opportunity, but it's also full of cultural, regulatory, administrative, legal, political, and logistical pitfalls. **This Business of™ Global Music Marketing** offers a map of the world, with full information on how to break into the global market, how to distribute records abroad, how to find an audience, how to package records to appeal to local markets, how to establish partnerships with foreign businesses, how to deal with different rules of trade, and much more. A companion volume to author **Tad Lathrop's** top-selling *This Business of™ Music Marketing and Promotion*, **This Business of™ Global Music Marketing** offers everyone in the music business a chance to go global.

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