

Music Business Program (2-Qtr. and 3-Qtr. Certificate) - Textbooks

<u>Course Name</u>	<u>Course Code</u>	<u>Book Title</u>	<u>Author</u>	<u>Publisher</u>	<u>13-Digit ISBN</u>	<u>List Price</u>
Music Law 1	MUBUS-101	Business Affairs Glossary (4th Ed.)	Robert J. Nathan	Music Law Resource, Inc.	978-0990878704	\$39.95
Music Law 1	MUBUS-101	...But Where do I Sign (2011)	Robert J. Nathan and Burgundy Morgan	Music Law Press	978-0982139608	\$49.95
Record Labels	MUBUS-103	It All Begins with the Music (2009)	Dan Kimpel and Don Grierson	Course Technology Cengage Learning	978-1598638639	\$26.99
Record Labels	MUBUS-103	All You Need to Know about the Music Business (9th Ed.)	Donald S. Passman	Free Press	978-1451682465	\$32.00
Your Music Business Career	MUBUS-104	It All Begins with the Music (2009)	Dan Kimpel and Don Grierson	Course Technology Cengage Learning	978-1598638639	\$26.99
Your Music Business Career	MUBUS-104	All You Need to Know about the Music Business (9th Ed.)	Donald S. Passman	Free Press	978-1451682465	\$32.00
Agents & Bookings	MUBUB-105	This Business of Concert Promotion and Touring (2007)	Ray D. Waddell, Rich Barnet, and Jake Berry	Billboard Books	978-0823076871	\$24.95
Digital Marketing	MUBUS-106	Music Marketing: Press, Promotion... (2009)	Mike King	Berklee Press	978-0876390986	\$24.99
Music Publishing	MUBUS-107	Music, Money, and Success (7th Edition)	Jeffrey Brabec and Todd Brabec	Schirmer Trade Books	978-0825673696	\$29.95
Personal Management	MUBUS-108	Artist Management for the Music Business (3rd Ed.)	Paul Allen	Focal Press	978-0415710220	\$37.95
Music Law 2	MUBUS-201	Business Affairs Glossary (4th Ed.)	Robert J. Nathan	Music Law Resource, Inc.	978-0990878704	\$39.95
Music Law 2	MUBUS-201	...But Where do I Sign (2011)	Robert J. Nathan and Burgundy Morgan	Music Law Press	978-0982139608	\$49.95
Media Relations	MUBUS-202	Public Relations Writers Handbook (2nd Ed. 2007)	Merry Aronson, Don Spetner, and Carol Ames	Jossey-Bass	978-0787986315	\$40.00
Music Distribution	MUBUS-203	Music Distribution, Selling Music... (5th Ed. 2014)	C. Michael Brae	Hitman Records, Inc.	978-0615946832	\$19.95
Concert & Tour Production	MUBUS-204	This Business of Concert Promotion and Touring (2007)	Ray D. Waddell, Rich Barnet, and Jake Berry	Billboard Books	978-0823076871	\$24.95
Networking Strategies	MUBUS-206	Networking Strategies...New Music Business (2nd Ed. 2011)	Dan Kimpel	Course Technology Cengage Learning	978-1592007530	\$24.99
Music Licensing & Supervision	MUBUS-207	Music, Money, and Success (7th Edition)	Jeffrey Brabec and Todd Brabec	Schirmer Trade Books	978-0825673696	\$29.95

Additional for 3-Qtr. Entrepreneur Certificate:

Start and Run Your Own Record Label	MUBUS-303	Start & Run Your Own Record Label (3rd Ed. 2009)	Daylle Deanna Schwartz	Billboard Books	978-0823084630	\$21.95
Social Networking and Fan Management	MUBUS-304	Zen of Social Media (4th Ed.)	Shama Kabani	BenBella Books	978-1937856151	\$16.95
Showcase Promotion	MUBUS-305	This Business of Concert Promotion and Touring (2007)	Ray D. Waddell, Rich Barnet, and Jake Berry	Billboard Books	978-0823076871	\$24.95
Independent Artist Marketing	MUBUS-307	Music Marketing for the DIY Musician (2014)	Bobby Borg	Hal Leonard	978-1480369528	\$29.99
Owning and Operating A Music Business	MUBUS-308	Business Affairs Glossary (4th Ed.)	Robert J. Nathan	Music Law Resource, Inc.	978-0990878704	\$39.95

Elective Course Textbooks

Getting Gigs	MUBUS-114E	How to be Your Own Booking Agent (2nd Ed. 2004)	Jeri Goldstein	New Music Times, Incorporated	978-0960683031	\$22.94
Business Writing	MUBUS-115E	Business Writing, What Works... (3rd Revised Ed.)	Wilma Davidson	St. Martin's Griffin	978-1250075499	\$19.99
The Touring Musician	MUBUS-212E	The Touring Musician (2007)	Hal Galper	Alfred Publishing Company	978-0739046890	\$16.95
Grant Writing: Getting Free Money For Your Music Projects	MUBUS-216E	Winning Grants Step by Step... (4th Ed.)	Tori O'Neal-McElrath	Jossey-Bass	978-1118378342	\$41.50

For 3-Qtr. Entrepreneur Certificate:

Sponsorships and Endorsements	MUBUS-314E	How To Get Sponsorships & Endorsements (2012)	Simon S. Tam	Simon Tam	978-0615617817	\$9.99
Leadership	MUBUS-316E	21 Indispensible Qualities of a Leader (2nd Ed. 2007)	John Maxwell	Thomas Nelson	978-0785289043	\$19.99
Preparing Your Professional Business Plan	MUBUS-317E	Preparing Effective Business Plans (2008)	Bruce R. Barringer	Prentice Hall	978-0132318327	\$69.40

Textbooks for Music Law courses available in on-campus store: Players Supply (main building).

All other textbooks available in Players Supply or online - many have an E-book option. Online prices (i.e. Amazon) most often lower than list price shown above.