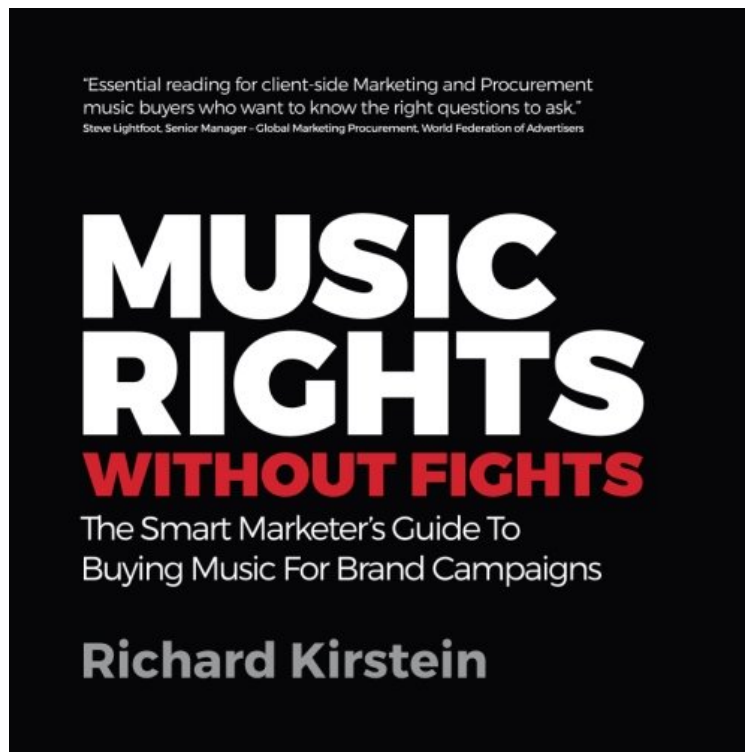


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Music Rights Without Fights: The Smart Marketer's Guide To Buying Music For Brand Campaigns

Richard Kirstein

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Richard Kirstein : Music Rights Without Fights: The Smart Marketer's Guide To Buying Music For Brand Campaigns before purchasing it in order to gage whether or not it would be worth my time, and all praised Music Rights Without Fights: The Smart Marketer's Guide To Buying Music For Brand Campaigns:

0 of 0 people found the following review helpful. Everything you need to know about securing music for marketers and procurement professionalsBy GreatbookfanRichard Kirstein is an amazing wealth of knowledge about the music industry and how it applies to the world of marketing. In this book, Richard shares his remarkable expertise on music rights buying in a must-read book for anyone in procurement or marketing looking to use music as part of their marketing and brand building campaigns. Richard walks us through an otherwise complex process to show that securing music rights can be done the smart way - at the right costs and without the headaches.

Everyone loves music, so marketers want great tracks for their campaigns. Buying music is complex and few marketers or agencies truly understand how to broker licences with the music business. MUSIC RIGHTS WITHOUT FIGHTS will empower brand marketers and their procurement colleagues to:Understand how music rights workLearn about key cost drivers and how to control themIdentify risk and how to reduce itImprove their bargaining

positionSecure smarter deals and sustainable relationshipsRichard Kirstein is the UK's leading independent expert on music rights buying for brands. During a music licensing career spanning over 20 years, he has brokered several thousand deals, acting for both music rights buyers and sellers. Since 2010, Richard has been Founding Partner of Resilient Music LLP, a successful specialist consultancy whose clients include some of the world's largest consumer brands in the fashion, automotive, financial services and alcoholic beverage sectors.