

Off the Record

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Larry E. Wacholtz : Off the Record before purchasing it in order to gage whether or not it would be worth my time, and all praised Off the Record:

A bunch of guys get together and start a band. From a legal/business perspective what does that mean? Maybe the guys are in high school and just hanging out and jamming. They get better and better and the next thing you know, they start performing in schools and small clubs. What does that legally mean? People start talking about them and all of a sudden wow, someone actually offers money for them to play at a private party. Now what is the world does that legally mean? It mean your legally in business, in fact, surprise, your in the music business. How much money you make, how big you become is determined by how many consumers enjoy or hate you (get emotionally and psychologically excited about your music, looks, backstory, blah, blah, blah), and how much they will PAY (to see, hear, and associate with the image/emotions they have of you in their heads) and the rest is history. This book is about

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