

Music Business Program (Associate of Science) - Textbooks

Program Textbooks

The following textbooks are required for more than one course throughout the program:

Course Name	Course Code	Book Title	Author	Publisher	13-Digit ISBN	List Price
Marketing & Social Media 1 - 5	MUBUS-180, -280, -380, -480, -580	Record Label Marketing: How Music Companies... (3rd Ed.)	Amy Macy, Clyde Rolston, Paul Allen, Tom Hutchinson	Focal Press	978-0415715140	\$49.45
Industry 1: Record Label Structure/Talent Acquisition	MUBUS-140					
Industry 2: Distribution & Label Services Companies	MUBUS-240					
Industry 3A: Broadcast Media	MUBUS-340					
Industry 3B: Agents & Bookings	MUBUS-341	This Business of Concert Promotion and Touring	Ray D. Waddell, Rich Barnet, Jake Berry	Billboard Books	978-0823076871	\$25.99
Industry 4B: Concert Promoters	MUBUS-441					
Industry 3C: Tour Management	MUBUS-342	The Tour Book... (2nd. Ed.)	Andy Reynolds	Cengage Learning	978-1435459540	\$29.97
Advanced Tour Management (Elective)	MUBUS-416E					
Industry 3C: Tour Management	MUBUS-342	One For The Road: How To Be A Music Tour Manager	Mark Workman	Road Crew Books	978-0615726113	\$19.99
Advanced Tour Management (Elective)	MUBUS-416E					
Industry 1: Record Label Structure/Talent Acquisition	MUBUS-140	All You Need to Know about the Music Business (9th Ed.)	Donald S. Passman	Simon & Schuster	978-1501104893	\$36.00
Music Publishing & Licensing 1 - 4	MUBUS-130, -230, -330, -430					
Music Publishing & Licensing 1 - 4	MUBUS-130, -230, -330, -430	Music, Money, and Success (7th Edition)	Jeffrey Brabec and Todd Brabec	Schirmer Trade Books	978-0825673696	\$29.95
Music Business Law & Contracts 1 - 3	MUBUS-120, -220, -320	Music Law Basics Business Affairs Glossary (4th Ed.)	Robert J. Nathan Robert J. Nathan	Music Law Resource, Inc. Music Law Resource, Inc.	978-0578146294 978-0578146294	\$39.95
Music Business Law & Contracts 2 - 3	MUBUS-220, -320	...But Where do I Sign? (2011)	Robert J. Nathan and Burgundy Morgan	Music Law Press	978-0982139608	\$49.95
Personal Management & The Artist's Team	MUBUS-170	Artist Management for the Music Business (3rd Ed.)	Paul Allen	Focal Press	978-0415710220	\$37.95
Advanced Personal Management (Elective)	MUBUS-415E					
Music Industry History 1 - 2	MUBUS-110, -210	Rockin' Out: Popular Music In The U.S.A. (6th Ed.)	Reebee Garofalo and Steven Waksman	Pearson (Bound textbook)	978-0205956807	\$109.53
Songs, Recording & Production: A&R Analysis	MUBUS-460			Pearson (Loose Leaf - Updated 6th Ed.)	978-0134415017	\$81.07
Music Publishing & Licensing 4	MUBUS-430	Shortcuts To Songwriting For Film & TV	Robin Frederick	Taxi Music Books	978-0982004029	\$35.93
Production Music For Visual Media 1 - 2	MUBUS-560, -660					
Production Music For Visual Media 1 - 2	MUBUS-560, -660	Demystifying The Genre	Dean Krippaehne	RMC Publishing / CreateSpace Independent Publishing Platform	978-1536913934	\$15.99

Course Specific 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>
Industry 1: Record Label Structure/Talent Acquisition	MUBUS-140	It All Begins with the Music (2009)	Dan Kimpel and Don Grierson	Course Technology Cengage Learning	978-1598638639	\$26.99
Industry 2: Distribution & Label Services Companies	MUBUS-240	Music Marketing: Press, Promotion... (2009)	Mike King	Berklee Press	978-0876390986	\$24.99
Industry 4A: Entrepreneurial Strategies	MUBUS-440	Anything You Want: 40 Lessons For A New Kind Of Entrepreneur	Derek Sivers	Portfolio	978-1591848264	\$19.95
Industry 4A: Entrepreneurial Strategies	MUBUS-440	Introduction To The Music Industry: An Entrepreneurial Approach (2nd Ed.)	Catherine Radbill	Routledge	978-1138924819	\$54.95
Music Business Accounting & Finance	MUBUS-250	Accounting Made Simple (2013)	Mike Piper	Simple Subjects, LLC	978-0981454221	\$15.00
Personal Entrepreneurship 2	MUBUS-650	The Art of the Start 2.0	Guy Kawasaki	Portfolio	978-1591847847	\$29.95
Personal Entrepreneurship 2	MUBUS-650	The Plan As You go Business Plan	Tim Berry	Entrepreneur Press	978-1599181905	\$19.95
Song Structure & Content	MUBUS-360	Shortcuts To Hit Songwriting	Robin Frederick	Taxi Music Books	978-0982004005	\$34.95
Marketing & Social Media 5	MUBUS-580	Market Research in Practice: An Introduction to Gaining Greater Market Insight (3rd Ed.)	Paul Hague, Julia Cupman, Matthew Harrison, Oliver Truman	Kogan Page	978-0749475857	\$39.95
Management & Business Skills 1: Time/Resource Management & Business Writing	MUBUS-190	Business Writing, What Works... (Third Revised Edition)	Wilma Davidson	St. Martin's Griffin	978-1250075499	\$19.99
Management & Business Skills 2: Networking Strategies & Professionalism	MUBUS-290	Networking Strategies...New Music Business (2nd Ed.)	Dan Kimpel	Course Technology Cengage Learning	978-1592007530	\$24.99
Management & Business Skills 3: Public Speaking & Managing Professional Relations	MUBUS-390	Essentials of Public Speaking (6th Ed.)	Cheryl Hamilton	Cengage Learning	978-1285159454	\$55.62
Management & Business Skills 4: Business Relations, Leadership Concepts & Applied Methods	MUBUS-490	21 Indispensible Qualities of a Leader (2nd Ed.)	John Maxwell	Thomas Nelson	978-0785289043	\$19.99

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
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
Advanced Personal Management	MUBUS-415E	(see above)	(see above)	(see above)	(see above)	(see above)
Advanced Tour Management	MUBUS-416E	(see above)	(see above)	(see above)	(see above)	(see above)

(Select courses from MI Common Course Electives are approved for fulfilling AS.MB elective requirement after completion of Qtr. 1. List will be provided by Chair.)

*** Note: for some courses, additional curriculum and reading are in the LMS. See individual course syllabus.

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.