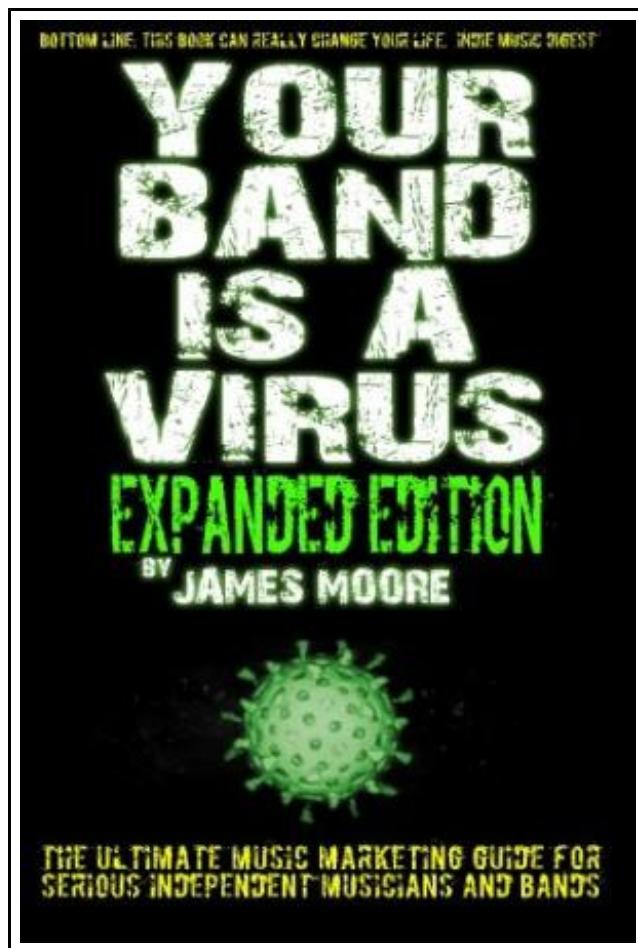


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Createspace, United States, 2012. Paperback. Book Condition: New. 2nd. 228 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. Your Band Is A Virus! Expanded Edition is the bigger and better version of the bestselling book Your Band Is A Virus - Behind-the-Scenes Viral Marketing for the Independent Musician, written by Independent Music Promotions (CEO James Moore. Almost double the size of it s predecessor, Your Band Is A Virus! Expanded Edition is the ultimate music marketing guide for serious independent musicians and bands. Independent musicians in 2012 find themselves more confused than ever before, and finding good information can be a challenge. Your Band Is A Virus - Expanded Edition suggests a neutral and clear perspective, rather than feeding any industry illusions of jumping from the jamspace to Rolling Stone. Advocating presenting the right product to the world, timing a release properly, promoting to music blogs and publications with a personal touch, outsourcing and freelancing your way to success, building a virtual army of allies, bloggers and writers, embracing the free music model, thinking outside the box, and building on every achievement, Your Band Is A Virus presents a very human, actionable and rational approach to music marketing coming from James Moore, an independent promoter who has tried all the tactics himself, and writes in a humorous and conversational tone. This expanded edition also features bonus industry interviews with major players like Stewart Epps (producer who has worked with Elton John, Led Zeppelin) and Andy Gesner (CEO of HIP Video Promo). Bottom Line: This book can really change your life. - Indie Music Digest Through a step-by-step process, Moore, essentially walks the independent musician through techniques that will get him, her or them to the next level of making a name for themselves...

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