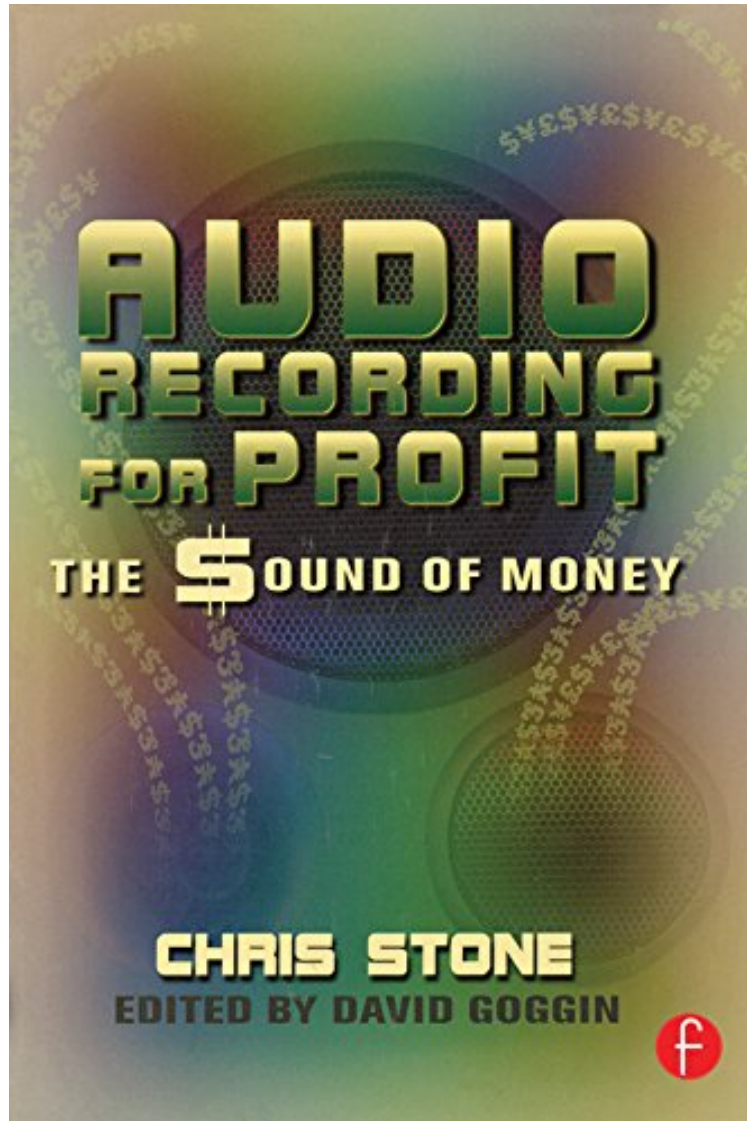


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## Audio Recording for Profit: The Sound of Money

*Chris Stone*

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**Chris Stone : Audio Recording for Profit: The Sound of Money** before purchasing it in order to gage whether or not it would be worth my time, and all praised Audio Recording for Profit: The Sound of Money:

0 of 0 people found the following review helpful. Five StarsBy JOHN W TAIPALenice7 of 7 people found the following review helpful. This book is a MUST HAVE!By HGI received this book yesterday and have had the opportunity to read three chapters so far.Although I have been through many aspects of the music business over a 13 year period, I have never learned as much in one sitting as I have already with this book.For anyone entering or managing the commercial end of audio recording/producing, this book is a MUST HAVE! To me, it is worth a thousand times its weight in gold, if not a million times its weight in platinum.With this book, you can learn how to

start up your studio, and operate it successfully and profitably. You can learn how to increase your revenue potential, save money, time and major headaches, make wise spending choices, effectively network, and see your studio through its rough times, to name a few. And you learn it from one of the world's most successful studio managers, the founder of the legendary Record Plant in Los Angeles, California. Not for the faint of heart. Harold Galcso Superfastlane Entertainment ... I am in no way professionally affiliated with the author or publisher of this material, though I would be if I could be. 4 of 4 people found the following review helpful. lot's of info, not much worth reading. By Graysen Harnwell I have read a lot of books on this industry, and respect the authors background and wealth of info, unfortunately he seems to be talking about \$75,000 purchases, leases, and clients that most of us will never deal with, and if we did we would probably already know this stuff, (and or wouldn't ask his advice on) all in all a lot of other mostly out-dated psychology, designed to mostly impress his current clients or his peers or something, (I don't know) but i got nothing out of this book, and make a good living recording music in my small but profitable studio.

This book is the first real inside look at the business of professional audio recording, which fuels a multibillion dollar global music industry. Industry pioneer Chris Stone, founder of the legendary Record Plant, provides hard-earned business strategies, guidelines, and advice on every aspect of launching and managing a professional audio recording business. This book is for every audio profit center - from the project studio in the garage to the multi-room diversified recording facility. With 30 years of practical business experience, Mr. Stone reveals the secrets of profitable survival in the pro audio world of today and tomorrow. Why be a player in the professional audio recording industry? What is the attraction and potential payoff? How big an operation are you contemplating? To succeed, one must categorize the various types and sizes of pro audio facilities and their customer bases. It is also essential to understand creative management, marketing, promotion, and the modern economics of pro audio. The professional of tomorrow anticipates recording for new media and is prepared for diversification. All of these issues and more are addressed in this book.

"Audio Recording for Profit is the first real inside look at the specialized business of professional audio recording, which fuels a multibillion-dollar global music industry." Pro Sound News January 2000 "Intelligent, accessible and comprehensive, this book is literally indispensable to anyone hoping to survive the treacherous waters of the audio recording industry", stated Will Ackerman, founder, Windham Hill Records, Imaginary Road Records and owner of Imaginary Road Studios." Pro Sound News, January 2000 "Audio Recording for Profit is a real 'insider' guide to the business of making money from sound recording. Whether you are just seeking to make a bit of a return on your investment in gear bought for your own projects, or have plans to join the ranks of the world's studio elite, this book has something to offer." Sound on Sound, May 2000 "There is no such thing as a 'Handbook For Guaranteed Success' in the studio industry, but if there was, this would be it! Above all, this is an intelligent book, full of real-world wit and wisdom" - Sound on Sound, May 2000 "Brisk and clearly written, the book offers many no nonsense suggestions on thriving in the always fickle recording business. They range from the general - knowing how to find and manage employees - to the minutely specific. It includes examples of forms that can be found and/or computer-created to make your studio run smoothly. It also provides a cogent overview of the current state of the industry". - Mix Magazine From the Publisher Why be a player in the professional audio recording industry? What is the attraction and potential payoff? How big an operation are you contemplating? To succeed, one must categorize the various types and sizes of pro audio facilities and their customer bases. It is also essential to understand creative management, marketing, promotion, and the modern economics of pro audio. The professional of tomorrow anticipates recording for new media and is prepared for diversification. All of these issues and more are addressed in this book. About the Author Chris Stone is a prominent music industry executive known for over 30 years of hit records and films, and for leadership in outstanding music service businesses and professional associations. He co-founded Record Plant Recording Studios, was a founder, president, and chairman of SPARS, and is founder and CEO of The World Studio Group and Filmsonix Inc., a recording industry consulting firm. Mr. Stone is a regular contributor to international recording industry trade magazines and has a monthly column, "Mean Business," in Pro Sound News. Award-winning photographer and author David Goggin has published over 500 features in the U.S., Europe, and Asia, including interviews with leading musicians, artists, directors, producers, engineers, and media figures. A columnist for Japan's Sound Recording, his work has also appeared in Billboard, Mix, Daily Variety, Hollywood Reporter, Los Angeles magazine, and Computer Life. He is Editor-at-Large for EQ magazine, and has a monthly column in Pro Sound News.