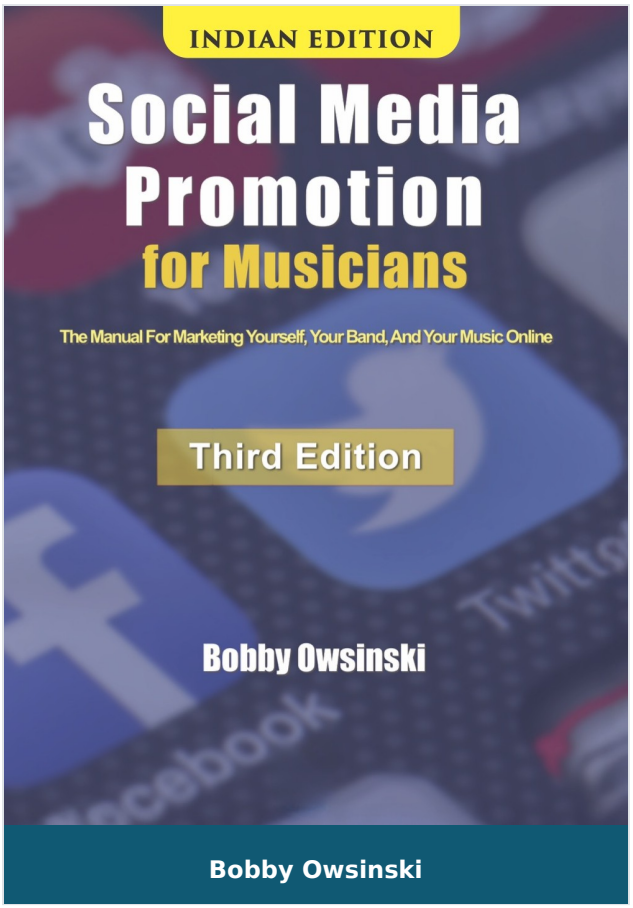


Social Media Promotion for Musicians (Indian Edition)

Author :	Bobby Owsinski
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ISBN 10 :	9355383320
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Publisher :	Khanna Publishing House
M.R.P :	Rs 648.00
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Condition Type :	New
Country Origin :	India

Product Description

Learn how to efficiently use your online presence to promote your band, your music or yourself with the totally revised Third Edition of Social Media Promotion for Musicians. The updated book reveals the latest insider tips on how to use both the most popular platforms like Instagram, Facebook, YouTube and TikTok in conjunction with your website and mailing list to gain more fans, followers, views and streams.

If you’re an artist, band, engineer, producer or songwriter, Social Media Promotion for Musicians Third Edition provides the newest techniques and strategies to increase your online and streaming presence without taking away precious time from making music. BONUS: Now includes a special chapter on marketing to playlists|

You’ll Discover

. How to maximize your online exposure to increase your fan base

. How to have more time for creating by saving at least an hour each day on social media posting, and with better results|

. Exclusive Facebook, YouTube, Instagram, TikTok and Twitter promotional tips that boost your streams, views and followers

. How to uncover and develop your personal or band’s brand

. The secret behind successful posts and tweets that get maximum engagement

. Which social platforms require your attention and which can wait

. And much more|

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- Marketing with Twitter
- Using LinkedIn for Marketing
- Marketing With Blog
- Playlist Marketing
- Posting Frequency Strategy
- Glossary
- Abou Bobby Owsinski

Author

Bobby Owsinski

Bobby Owsinski is one of the bestselling authors in the music industry with 24 books that are staples in audio recording, music and music business programs in colleges around the world, including the Mixing Engineer’s Handbook, The Music Producer’s Handbook, Music 4.0: A Survival Guide for Making Music in the Internet Age, and more. He’s also a

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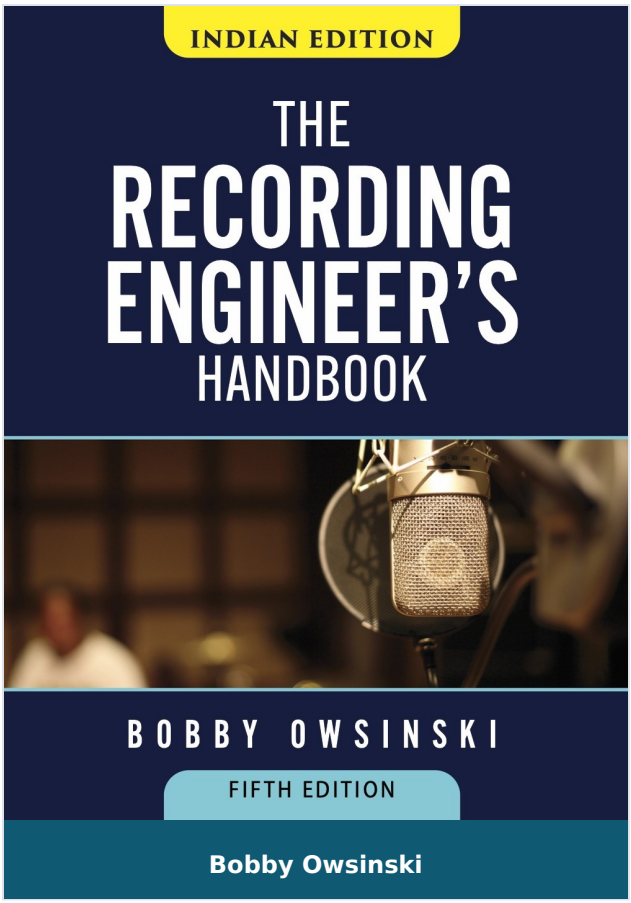
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contributor to Forbes covering the new music business, his popular production and music industry blogs are over 8 million visits, and he’s appeared on CNN and ABC News as a music branding and audio expert. Visit BobbyOwsinskiBlog.com, his music industry blog at Music3Point0.com, his podcast at BobbyOInnerCircle.com, and his website at BobbyOwsinski.com.

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The Recording Engineer's Handbook (Indian Edition)

Author :	Bobby Owsinski
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Product Description

The Recording Engineer’s Handbook by Bobby Owsinski has become a music industry standard found in studios all over the world, and this fully updated fifth edition once again offers the most comprehensive and up-to-date overview of the art of audio recording. Written with today’s technology and workflows in mind. The Recording Engineer’s Handbook Fifth Edition is a must-have resource for anyone interested in recording either in their home or a commercial studio.

In the book’s first section, you’ll learn everything from how microphones work to specific techniques for recording drums, individual instruments, vocals and much more. In the second section you’ll benefit from the wisdom and down-to-earth practical advice offered by a host recording professional including all-time greats like Al Schmitt, Eddie Kramer, Sylvia Massy and many others.

Topics include:

Besides the ever-popular sections on recording gear, gain staging and levels, recordings for just about any instrument, and interviews with some of the world’s most honored recording engineers, this 5th edition contains new topics like.

. The latest in recording and microphone technology

. An overview of modeling microphones

. A complete overview of immersive recording techniques

. A new section on cleaning and disinfecting your microphones

. The latest recording methods for drum sounds and individual instruments

. Home studio recording techniques

. And four new interviews with top engineers

Learn the art of recording with renowned author, teacher, producer and engineer Bobby Owsinski, and, in the interviews, explore the creative processes behind not only today’s hits but the classic cuts we’ve enjoyed for years. See for yourself why the Recording Engineer’s Handbook, Fifth Edition is the book that’s a standard text in college music production courses all over the world.

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- Barry Rudoph
- Al Schmitt
- Glossary
- About Bobby Owsinski

Author

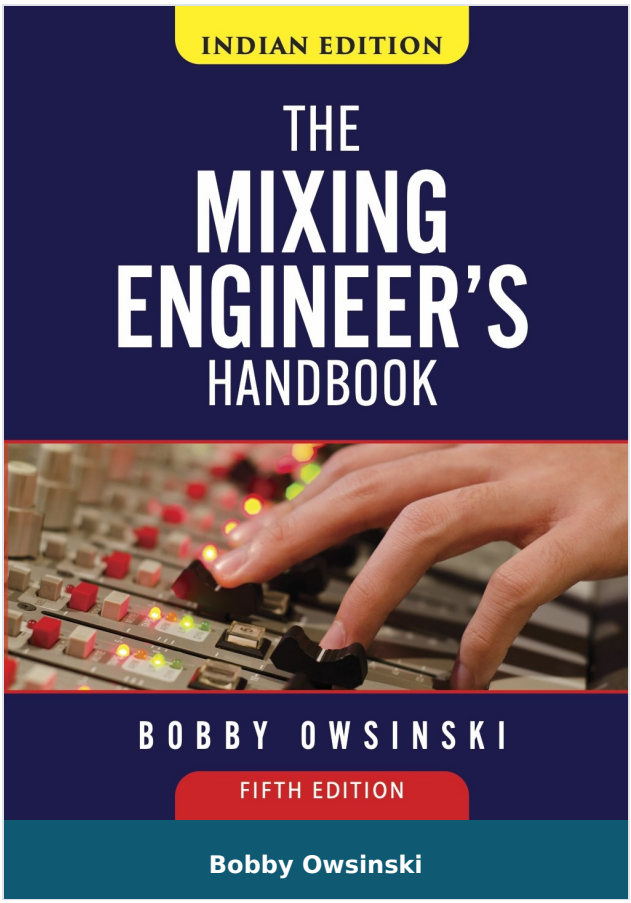
Bobby Owsinski

Bobby Owsinski is one of the bestselling authors in the music industry with 24 books that are staples in audio recording, music and music business programs in colleges around the world, including the Mixing Engineer’s Handbook, The Music Producer’s Handbook, Music 4.0: A Survival Guide for Making Music in the Internet Age, and more. He’s also a contributor to Forbes covering the new music business, his popular production and music industry blogs are over 8 million visits, and he’s appeared on CNN and ABC News as a music branding and audio expert. Visit BobbyOwsinskiBlog.com, his music industry blog at Music3Point0.com, his podcast at BobbyOInnerCircle.com, and his website at BobbyOwsinski.com.

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The Mixing Engineer's Handbook (Indian Edition)

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Product Description

For more than two decades, The Mixing Engineer’s Handbook has been the best selling and most respected resource in the art of music mixing for seasoned professionals and enthusiastic beginners alike. Today’s home studio is just as powerful as any commercial

Studio, but it’s the techniques that the top mixers use that separate their work from what most musicians, songwriters or artists can produce without that knowledge. In the fully updated 5th edition of the Handbook, you’ll find all the fundamentals and advanced techniques used by the pros to create the music you love.

Guaranteed to help you get a great mix regardless of your gear, environment or the kind of music you work on, you’ll find your mixing chops better with each chapter.

Topics include

. Three new mix build techniques for better balances and faster mixes

. A new method for setting compressors to breathe with the pulse of the song for more punchy and powerful mixes

. A look at the latest intelligent processor plugins designed to make the difficult tasks of mixing easier

. Editing techniques with playlists in mind to make your mixes more streaming-ready

. A totally new chapter on immersive audio including a primer for mixing in Dolby Atmos

. Headphone mixing and room calibration technology tips and much more

The book also features new interviews with some of the most successful and celebrated audio mixers from all different music genres, as well as a bonus website with 12 additional interviews not found in the book.

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Learn the art of mixing from start to finish, and pick up tips and techniques from the pros, with the Mixing Engineer’s Handbook, Fifth Edition.

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- Bob Bullock
- Joe Ciccarelli
- Richard Chycki

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- Ed Seay
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- About Bobby Owsinski

Author

Bobby Owsinski

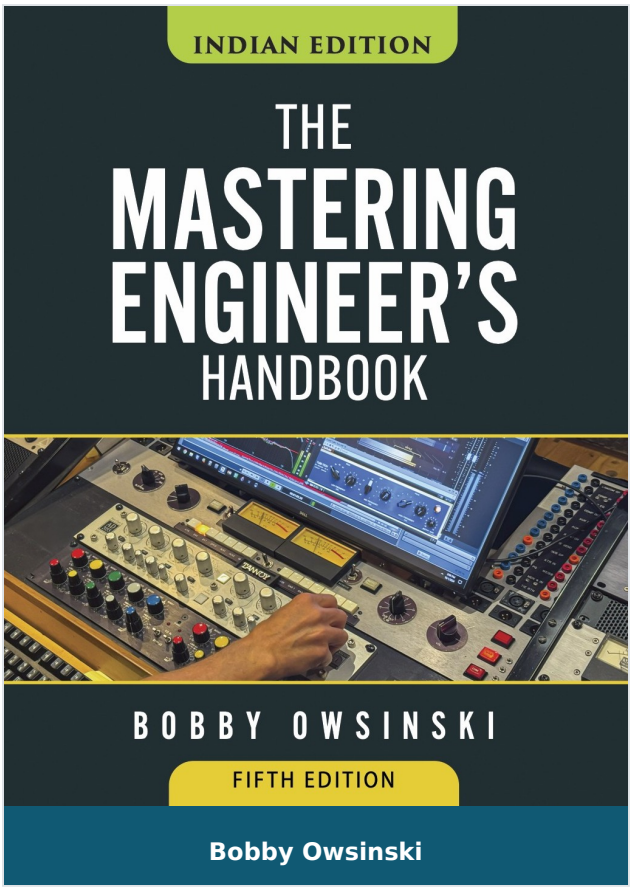
Bobby Owsinski is one of the bestselling authors in the music industry with 24 books that are staples in audio recording, music and music business programs in colleges around the world, including the Mixing Engineer’s Handbook, The Music Producer’s Handbook, Music 4.0: A Survival Guide for Making Music in the Internet Age, and more. He’s also a contributor to Forbes covering the new music business, his popular production and music industry blogs are over 8 million visits, and he’s appeared on CNN and ABC News as a music branding and audio expert. Visit BobbyOwsinskiBlog.com, his music industry blog

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The Mastering Engineer's Handbook (Indian Edition)

Author :	Bobby Owsinski
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Country Origin :	India

Product Description

Self-Mastering Made Simple with Insider Secrets- Expert Advice from The Pros

Audio mastering remains the essential final step in the audio production process, where the recording ‘s final mix is polished and prepped for release and distribution. In this thoroughly updated fifth edition of Bobby Owsinski’s classic The Mastering Engineer’s Handbook, you’ll find the latest insights and techniques for creating professional-grade, well-mastered recordings.

With the growing availability of powerful, cost-effective mastering plugins and online services, today’s musicians and engineers have more resources than ever at their disposal. However, the challenge remains in understanding these tools and using them effectively. This newly redesigned edition not only covers the fundamentals of mastering but also drives into advanced techniques for both self-mastering or preparing your mix for professional mastering, using the latest developments in technology and industry trends. Whether you’re a seasoned pro or just getting started, this handbook will guide you through the entire mastering process with clarity and precision.

Topics Include:

. The simple technique for making a competitive-level master

. A brand-new chapter dedicated to the latest mastering plugins and how you can get results like a pro

. A new chapter on online mastering services and how to get the best results from them.

. An updated look at the latest in vinyl mastering, including the new eco-minded pressing options.

. A new chapter on mastering immersive audio formats like Dolby Atmos and Sony 360RA

. 7 new interviews with the hottest master engineers

. Everything you wanted to know about LUFS levels, including when they’re important and when to ignore them

, Understanding the gap between your work and professional mastering results

. A new Takeaways section at the end of each chapter to highlight the key points

The book also includes exclusive interviews with some of the most sought-after master engineers in the industry, who share their personal techniques and insider tips. Their expert advice will guide you in mastering your music with confidence, creativity, and precision.

Give your tracks the professional edge they deserve with the invaluable expertise offered in The Mastering Engineer’s Handbook, Fifth Edition.

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- Ryan Schwabe
- Ian Shepherd
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- Bob Ludwig – Gateway Mastering
- Doug Sax – The Mastering Lab
- Glossary
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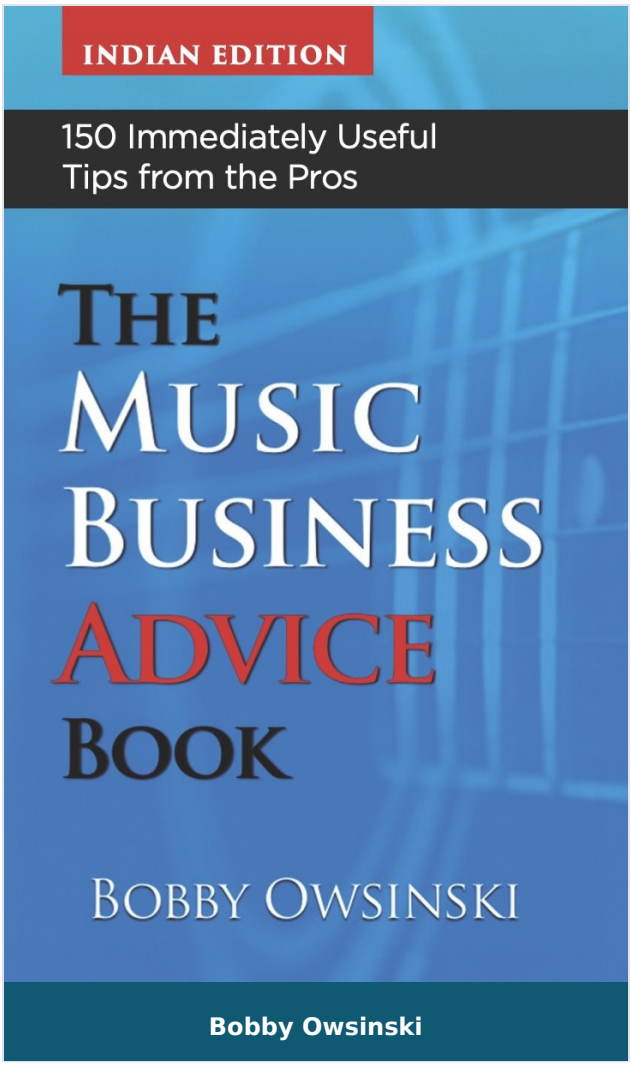
Bobby Owsinski

Bobby Owsinski is one of the bestselling authors in the music industry with 24 books that are staples in audio recording, music and music business programs in colleges around the world, including the Mixing Engineer’s Handbook, The Music Producer’s Handbook, Music 4.0: A Survival Guide for Making Music in the Internet Age, and more. He’s also a contributor to Forbes covering the new music business, his popular production and music industry blogs are over 8 million visits, and he’s appeared on CNN and ABC News as a music branding and audio expert. Visit BobbyOwsinskiBlog.com, his music industry blog at Music3Point0.com, his podcast at BobbyOlnnerCircle.com, and his website at BobbyOwsinski.com.

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The Music Business Advice Book (Indian Edition)

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Publisher :	Khanna Publishing House
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Product Description

The music business can prove to be a difficult career road when you’re first starting out, but it can be traveled a lot easier with some helpful guidance from a pro who’s willing to share a few hard-earned hints. The Music Advice Book is a compilation of the pearls of experience from 130 top music pros from various segments of the music industry who have previously shared their most important tips on Bobby Owsinski’s inner Circle Podcast over the course of almost 5 years. These 150 awesome tips cover everything from following your passion, learning to network, and working well with your musical team, to owning your own content and even figuring out how much to charge for your services. Also included are even some useful music production words of wisdom, as well as the indispensable “10 Rules of Networking”. These insights are essential for those new to the music industry but valuable to seasoned pros as well. The Music Business Advice Book provides tips on: . How to follow your passion without selling your soul . Learning to network and why it is critical to finding work . determining what you’re worth and how to charge for it . developing the right attitude and why it’s the big key to getting ahead . discovering the most crucial aspects of your music business . getting paid from both clients and companies . keeping ownership of your own content . and even some production gems of wisdom

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- About Bobby Owsinski

Author

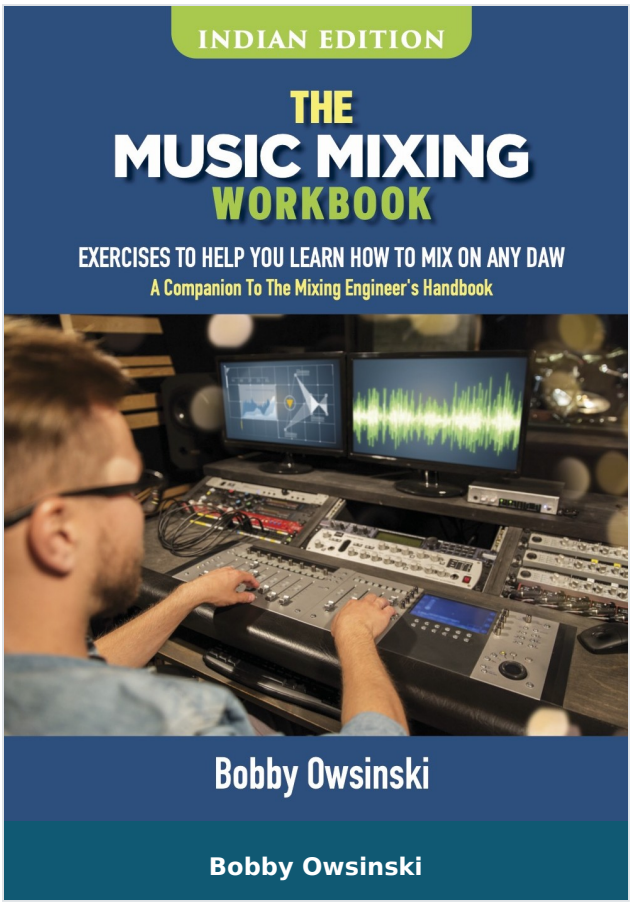
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The Music Mixing Workbook (Indian Edition)

Author :	Bobby Owsinski
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Publisher :	Khanna Publishing House
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Categories :	Emerging Technologies, Book Store
Condition Type :	New
Country Origin :	India

Product Description

If you’re new to mixing and aren’t sure what to do, or your mixes aren’t anywhere near where you’d like them to be, then The Music Mixing Workbook is exactly what you need. Written by Bobby Owsinski, the author of the award winning and highly acclaimed Mixing Engineer’s Handbook (the standard reference book for mixing in schools around the world), the Music Mixing Workbook features hands-on exercises that teach you all the things that make a mix sound great, as well as all the things to avoid along the way.

Designed to meet the needs of anyone relatively new to or confused about the once mysterious process of mixing audio, the book features 175 different exercises covering every operation needed to complete a modern sounding professional mix with tips and tricks that come directly from the A-list pro mixers.

The easy-to-grasp exercises can be used with any DAW application or hardware console, and any genre of music.

Topics covered include:

. DAW signal

. Basic monitoring setup

. Balancing mix elements

. Multiple EQ techniques

. Compression, gates, and saturators

. Reverb, delay and modulation effects

. Master mix techniques, and much more

Although the reader can use the Workbook with any current songs they may be working on, most of the exercises are built around professionally recorded tracks that are

available to download for free.

The Music Mixing Workbook is meant to work in conjunction with Bobby’s popular Mixing Engineer’s Handbook to provide practical training behind the many concepts involved with mixing.

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- Modulation Effects
- Creating Interest
- The Master Mix
- Building The Mix in Order
- Glossary

Author

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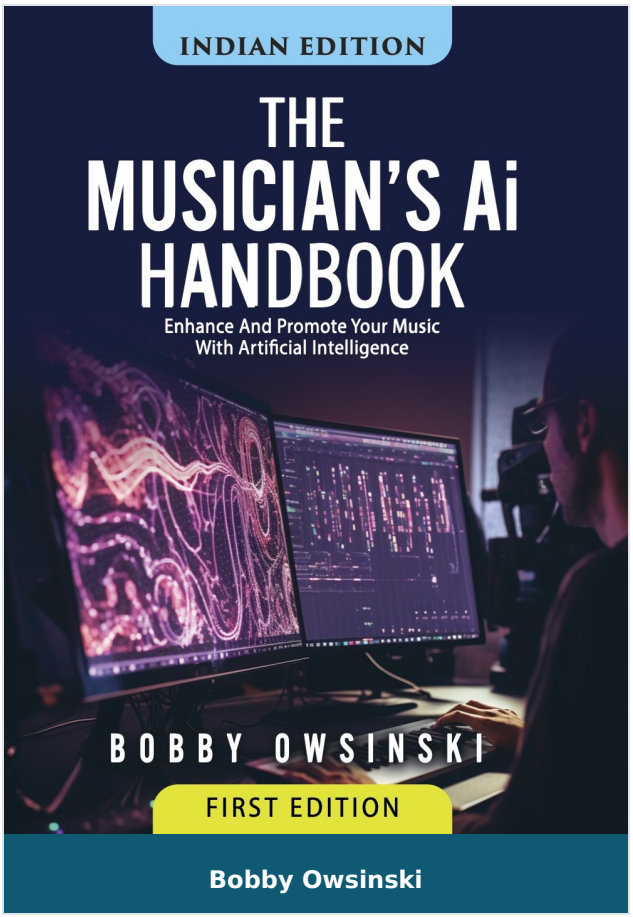
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Bobby Owsinski is one of the bestselling authors in the music industry with 24 books that are staples in audio recording, music and music business programs in colleges around the world, including the Mixing Engineer’s Handbook, The Music Producer’s Handbook, Music 4.0: A Survival Guide for Making Music in the Internet Age, and more. He’s also a contributor to Forbes covering the new music business, his popular production and music industry blogs are over 8 million visits, and he’s appeared on CNN and ABC News as a music branding and audio expert. Visit BobbyOwsinskiBlog.com, his music industry blog at Music3Point0.com, his podcast at BobbyOInnerCircle.com, and his website at BobbyOwsinski.com.

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The Musician's Ai Handbook (Indian Edition)

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Product Description

The Musician’s Ai Handbook is a comprehensive look at how musicians, artists, songwriters, producers, and anyone in the music business can use artificial intelligence as a highly creative tool to generate new ideas and help to promote their music. It’s packed with useful how-to’s to help you get the most out of just about any Ai platform, while showing you skills and fundamentals that won’t become outdated.

Part 1 of the book explains Ai’s buzzwords in a way that anyone can understand then takes a look at the many gray areas of Ai copyright that users must be concerned with.

Part 2 looks at using Ai composition and production platforms to develop new song and lyric ideas, and how the many Ai audio tools and plugins, and the Ai mixing and mastering platforms can lift your songs to a pro level.

Finally, Part 3 covers the latest in Ai graphics and video generation, as well as the best ways to use Ai chatbots for music business and promotion.

Topics include:

. How Ai music generation really works so you’ll know what it can and can’t do

. Why looking closely at Ai copyright can save you from legal problems down the road

. How a well- crafted mega prompt can generate the best Ai results

. How to use AI audio tools for compression, EQ. limiting, reverb, noise reduction, track separation, and song analysis to make your mixes sound more professional

. Everything you wanted to know about virtual singers and voice cloning to take song’s vocals to another level

. Tips for using Ai composition platforms to generate new songs and lyric ideas that you never would have thought of

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. Getting the most from Ai music video-generation platforms

. How to use Ai image generation to create pro-level graphics and branding

. Why using a chatbot to design music marketing and release plans can save you money

And much more

If you’re worried that Ai will sap your creativity or move too fast for you to keep up, then The Musician’s Ai Handbook will put your mind at ease as it proves that artificial intelligence is just an extremely helpful tool. Follow renowned author, producer and engineer Bobby Owsinski as he takes you through everything you need to know to make Ai the best music friend you’ve ever had.

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