



Strategies for Success: Self-Promotion Secrets for Musicians

By Michael Gelfand



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This book for professional and amateur musicians is an inspired cross between Stephen Covey's wildly popular *Seven Habits of Highly Effective People* and Debbie Allen's *Confessions of a Shameless Self Promoter*.

Musician and rock journalist, Michael Gelfand (of the band, *Fuller*), shoots from the hip and tells his fellow musicians the straight truth about this business: It will chew you up and spit you out... all before breakfast... unless you've got a solid plan of attack. This advice is for every struggling musician out there who wants their band to gain momentum and break through the noise.

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