

Tour:Smart: And Break the Band

By Martin Atkins, Cynthia Plastercaster, Suicide Girls, Henry Rollins, Jade Dellinger, The Enigma, Chris Connelly

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From packing the right equipment to keeping enough gas in the tank to get home, every aspect of making a successful tour with a band is addressed in this comprehensive guide. More than 100 luminaries and leading organizations from the world of touring—among them Chris Connelly, Henry Rollins, the House of Blues, and the Vans Warped Tour, as well as club owners, tour managers, and even sex advisors—provide handy insider know-how along with insight on mistakes commonly made by novice bands. Chapters address the nitty-gritty of touring, with instructions on how to secure venues and publicity, how to stay healthy on the road, and how to keep the budget in the black. Loaded with hundreds of years' worth of collective hands-on experience from those steeped in the music business, this is a must-have resource for creating an unforgettable tour.

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Editorial Review

Review

"An inveterate self-promoter, Martin Atkins is, as usual, talking a mile a minute. But it's hard to resist being charmed by his rapid-fire banter, because as always, he has plenty of impressive accomplishments to tout." —*Chicago Sun Times*

*"*Tour:Smart *functions as an uncensored companion text to [Martin Atkins'] classroom teachings."* —Chicago Tribune

"In my six years of college, Martin Atkins was the man to clarify all the other instructors' psychobabble! He prepped me for the industry in a single semester." —Michelle Cho, PETA

"This is not advice. This is the Holy Grail." —Kraze

"If you are a music business major at university, this should be on your syllabus. —Blogcritics Magazine

"Atkins embodies the entrepreneurial spirit with a unique merger of creativity and business sense"—Dr. David Herrera, Belmont University

"Having been a part of seminal bands like Pigface, Nine Inch Nails, Ministry, Killing Joke, and Public Image Limited, when Atkins talked about the business of music, people listen." —Richi Corelli, soundsect.com

"The ultimate touring manual. . . . Tackles every conceivable aspect of getting the show on the road in a highly readable style." —*Mojo*

About the Author

Martin Atkins is the owner of the record label Invisible and has been organizing multiband tours since 1995. As a professional drummer he was a member of the bands Killing Joke, Nine Inch Nails, Pigface, and Public Image Ltd. He is a member of the Music & Entertainment Industry Educators Association and a professor at Columbia College Chicago where he teaches the seminar "The Business of Touring." He lives in Chicago.

Users Review

From reader reviews:

James Baron:

This book untitled Tour:Smart: And Break the Band to be one of several books in which best seller in this year, that is because when you read this publication you can get a lot of benefit upon it. You will easily to buy this book in the book retailer or you can order it by means of online. The publisher of this book sells the e-book too. It makes you more readily to read this book, since you can read this book in your Touch screen phone. So there is no reason for you to past this reserve from your list.

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