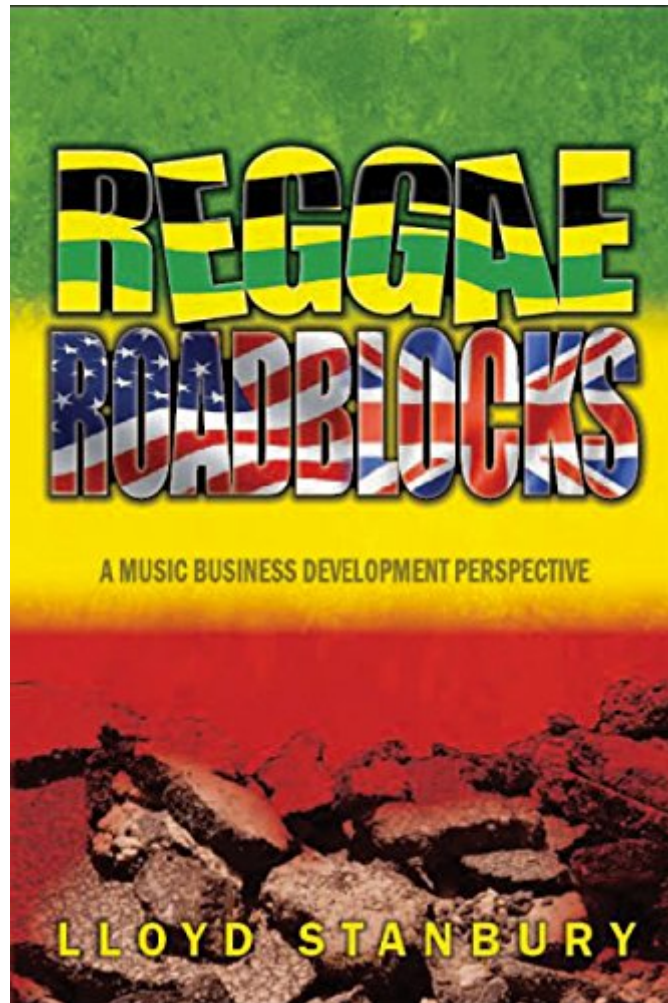


The book was found

Reggae Roadblocks: A Music Business Development Perspective



Synopsis

REGGAE ROADBLOCKS discusses key issues that have affected the development of the business of Jamaican Reggae at both the national and international levels. The issues raised reflect the perspective of the author, Lloyd Stanbury, from his vantage point as a Jamaican music business professional with substantial international industry experience. The cultural and political environment that gave birth to, and affect the development of Reggae music is examined.

Book Information

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Customer Reviews

A detailed examination of Jamaican culture and its impact on the international perception of Jamaican Reggae precedes an analysis of the African diaspora in relation to Reggae. A moment is spent looking at international artists' relative success in the industry. Jamaica Reggae's powerful use of technology is explored with an emphasis on how individual artists have excelled despite their government's apparent apathy toward the industry. The relevance of contracts along with a discussion regarding the overwhelming lack of qualified management is followed by insights and recommendations into removing roadblocks to success for the Jamaican Reggae Industry. This book provides an objective analysis of the strengths and struggles within Reggae, laying good

groundwork for future development of the industry.

Reggae Roadblocks opens our mind to the details of reggae, lyrics, music business, and legal aspect of the music business in JA and the world. The author does an excellent job of guiding the reader to understand the roots of reggae, Rastafarian, fragmentation of legal guidance, and why some Reggae artists enter into business contract without understand what they signed. There are many factors that the author conveys but one clear problem is artists being miss-informed or miss-guided without proper legal representation. They need to hire a professional attorney who lives and breaths the music business. Reggae Roadblocks is a must read for those who are entering the music business (for any Genre).

A candid view of the difficulties of the music business in Jamaica and by extension the Caribbean. Shows us that the major problem with the busiuness is the lack of understanding of the importance of team work. Te music business is not just about performers, but also about business management, legal advice , music publishing. LLoyd lets us know that knowledge is the key to any business venture whether it be in music or any other field of endeavour. Sharing is always beneficial.

i loved the book, it gave me great insight into the reggae business. it clears out terms needed to understand why reggae culture blocks itself. great for entrepreneurs who love music and specially reggae music

There must be a man somewhere that can bring all of this together. bob marleyMaybe bob was talking about REGGAE ROADBLOCKS.REGGAE ROADBLOCKS discusses Reggae as a business, and the Jamaican music industry as a contributor to economic and social development. It is the desire of the author to initiate dialogue that will lead to the formulation of new strategies and solutions to grow a structured domestic Jamaican and international Reggae music industry.Stanbury, Lloyd (2015-08-20). Reggae Roadblocks: A music business development perspective (Page 11). Abeng Press. Kindle Edition.FIVE STARS!

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