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Digital Hustle: How To Make It In Hip-Hop



Synopsis

The landscape has changed, and artists are now entrepreneurs. This book is a must read for individuals seeking to break into the music industry, focusing on the artist, yet also from a striving manager's perspective. With breakouts like Chance the Rapper becoming the norm, Digital Hustle: How to Make it in Hip-Hop is a book meant to inspire artists and managers to burst onto the scene in this new era. - Scott Keeney / DJ Skee

Focusing on the needs of the up-and-comer, Digital Hustle: How to Make it in Hip-Hop is a book for striving artists, managers, producers, and even the general hip-hop junkie. In this premier book, Nick Wareham covers all the basics: from choosing the right platform to marketing through social media to touring to naming the song. Wareham describes a world unknown to many by including his own experiences as a hopeful and ambitious manager, and delves into client communication, growth strategies and more. Digital Hustle: How to Make It in Hip-Hop is a primer for those who want to know how to make it in the \$10 billion industry, and a terrific read for those who have made it and want to connect with the next generation of music entrepreneurs.

Book Information

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Customer Reviews

Few outside the music industry (like myself) realize just how much the industry has been changing over the past decade. It's truly been transformational leaving winners and losers. This book did a terrific job educating me on how the come-up has completely changed. With the introduction of streaming (Spotify, Apple Music, etc.) and the complete downturn of album sales, the rise to fame and revenue generation has been completely altered. Wareham does a terrific job analyzing the new music land space and relating it in a way that anyone can understand through artists we all love and enjoy like Chance and more.

Whether you are trying to get in the rap game or just need a good book, Digital Hustle is a must read. Nick Wareham details the fascinating journey of building a career out of your music, and the telling of his own experiences as a manager provides an insightful and impactful anecdote into just how dynamic you have to be to succeed in the biz. Hip-hop and the music industry as a whole is evolving, and this book provides the answer on how to keep up.

As someone curious about the Hip-Hop industry, I found this book not only informative but captivating. Wareham's style is authentic. He is entertaining and creative...he's crafted a really enjoyable read. I'm excited to implement these lessons learned...passing this book along to my friends and family

As a huge fan of hip-hop music, I loved this book. It's detail and insight about how the music industry has changed over the years is outstanding. To anyone interested in music, I recommend taking your time to read this book.

Very good read, I couldnt put my phone down I had to. keep reading until I made it to the end. Ahmed is that dooe we should wrk together. @chrisjenkinstvg ill check his music out.

From one hip-hop fan to another, this is a MUST READ.

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