



Lessons from a Street-Wise Professor: What You Won't Learn at Most Music Schools

Ramon Lee Ricker

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The professional music world . . . it's tough out there! Yet musicians manage to survive and even thrive in this competitive environment. And you can too-but in addition to superior musicianship, you'll need information and skills that you can't learn in the practice room. Lessons from a Street-Wise Professor sheds light on what every successful musician knows but most music schools don't teach-that a musician, regardless of instrument or specialty, is a small business and with that comes the need for entrepreneurial savvy. Drawing on decades of experience as a professional musician and educator, Dr. Ramon Ricker of the Eastman School of Music offers indispensible insights into this often overlooked but crucial aspect of a musician's education. Among the many practical skills you'll learn are: • developing an entrepreneurial mindset • understanding your musical marketplace • separating yourself from the pack • navigating professional relationships • maintaining your artistic integrity while striving for financial success Also included are inspiring stories from musicians who found their own paths to success. Perfect for music students just entering the professional world or for anyone considering a career in music-and a helpful read for non-musicians and old pros, too!



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