

URL:

<https://stvp.stanford.edu/blog/videos/successful-independent-promotion-from-artist-to-entrepreneur-entire-talk>

Hip-hop artists Quincy Jones III and Chamillionaire discuss mastering the business side of the music industry. Keeping up with cutting-edge technologies, production logistics, and finding creative ways to gain direct audience contact are essential tactics for the self-produced artist in the digital age.



Transcript

English subtitles are not available for this media..