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Zager produced R&B artist Street
Corner Symphony (1975), Andrea
True (1977), Dee Edwards
(1980), Take Five (1981), Elusion
(1981). He also co-wrote the Patti
Day song "Right Before My Eyes"

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Zager with Alexander Forbes. In 1977, Michael Zager Band's single "Life's a Party" features a young Whitney Houston (age 15) and her mother Cissy Houston on

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The guidance of a skilled music

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Zager producer is analogous to that of a film director, polishing work product to its finest sheen. And this is no small matter in an age when the recording industry is undergoing its most radical change in over half a century.

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Music Production: For Producers,
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Michael Zager is professor of
Music, Dorothy F. Schmidt
Eminent Scholar in Performing
Arts, and director of Commercial

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Zager at Florida Atlantic University. He is the author of Writing Music for Television and Radio Commercials and More (Scarecrow, 2008) and Music Production (Scarecrow, 2006).

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Zager when the recording industry is undergoing its most radical change in over half a century. Although innate talent and experience are key elements in the success of any music producer, Music Production serves as a roadmap for navigating the continuous changes in the

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music industry and music production technologies. From dissecting compositions to understanding studio technologies, from coaching vocalists to arranging and orchestration, from musicianship to marketing, advertising to promotion, Music

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Production takes readers on a whirlwind tour of the world of music production, letting readers keep pace with this rapidly changing profession. The focus of the second edition is on such topics as the expanded role of music supervisors, the introduction

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Zager of new production techniques, and the inclusion of new terms in music industry contracts. Including new interviews with eminent industry professionals, Music Production is the ideal handbook for the aspiring music production student and music professional.

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Michael Zager provides students with a comprehensive overview of music production, touching on topics such as studio technologies, compositions, coaching, arranging, and marketing and advertising. This third edition features new

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Zager addressing the tools of composition and arranging and giving helpful instruction for jingle writing and composing for commercials. Michael Zager offers concise methods for analyzing commercials from a musical point of view, properly arranging

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instruments to get the desired sound, and correctly scoring for each instrument. He often uses interviews with professionals in the field to corroborate his information, and the chapters conclude with assignments for practice. This second edition has

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been rewritten and reformatted to increase readability and use in the classroom, and it includes new chapters on theatrical trailers, video games, Internet commercials, Web site music, and made-for-the-Internet video. An included audio CD contains

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Examples referenced in the book.
This text is a necessary tool for the music student interested in the commercial and advertising business. It is also useful for composers studying film scoring, as well as advertising writers, art directors, and music producers.

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In *Writing Music for Commercials: Television, Radio, and New Media*, professor, composer, arranger, and producer Michael Zager describes the process of composing and arranging music specifically for commercials across the growing

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Zagor variety of media formats. Writing music for commercials requires composers not only learn the craft of writing short-form compositions that can stand on their own, but also understand the advertising business. In this third edition of his original Writing Music for

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Zager Television and Radio Commercials, Zager walks starting composers through the business and art of writing music that aims for a product ' s target audience and, when done well, hits its mark. Chapter by chapter, Zager covers a broad array of topics: how to

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Zager approach and analyze commercials from a specifically musical perspective, the range of compositional techniques for underscoring and composing jingles, the standard expectations and techniques for arranging and orchestration, and finally the

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composing of music for radio commercials, corporate videos, infomercials, theatrical trailers, video games, Internet commercials, websites, and web series (webisodes). This third edition has been updated to include more in-depth analysis of the

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Industry professionals, updated business information, the latest sound design concepts, and much more. Writing Music for Commercials: Television, Radio, and New Media features: Easy-to-read chapters for beginning and intermediate music composition

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for composers but for students and
professionals at every level.

This book will be the largest, most
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Twenty-five years ago, the four volumes of the first edition of the dictionary initiated a great expansion in American music scholarship. This second edition reflects the growth in scholarship the first edition initiated. a wide variety of ethnic and cultural

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Recording industry. If you have the dream, the ideas, the music and the creativity but don't know where to start, then this book is for you! Filled with practical advice on how to navigate the recording world, from an author with first-hand, real-life

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experience, Audio Engineering 101 will help you succeed in the exciting, but tough and confusing, music industry. Covering all you need to know about the recording process, from the characteristics of sound to a guide to microphones to analog versus digital recording.

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when and how to use compression.
FAQ's from professionals give you
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on the industry.

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The female vocalists who pioneered the disco genre in the '70s and early '80s were an extraordinarily talented group who dazzled the world with an exciting blend of elegance, soulful passion and gutsy fire. In this book of

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Original interviews, 32 of these women tell their stories, explaining how they view their music, careers, connection to gay audiences, and their places in dance music history. Interviewed artists include: The Andrea True Connection; Claudja Barry; Pattie

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Brooks; Miquel Brown; Linda Clifford; Carol Douglas; Yvonne Elliman; Rochelle Fleming (First Choice); Gloria Gaynor; Debbie Jacobs-Rock; Madleen Kane; Evelyn "Champagne" King; Audrey Landers; Suzi Lane; Cynthia Manley (Boys Town Gang); Kelly

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Zager; Maxine Nightingale;
Scherrie Payne; Wardell Piper;
The Ritchie Family, 1975-1978:
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1978-1982: Theodosia "Dodie"
Draher; Barbara Roy (Ecstasy

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Passion & Pain); Pamala Stanley;
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Anita Ward; Martha Wash; Carol
Williams; Jessica Williams and
Norma Jean Wright.

The MIDI Manual: A Practical
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Music Production, Fourth Edition, is a complete reference on MIDI. Written by David Miles Huber (a 4x Grammy-nominated musician, producer and author), this best-selling guide provides clear explanations of what MIDI 1.0 and 2.0 are, acting as a guide for

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Electronic instruments, the DAW,
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Zager examples on sequencing and mixing techniques, The MIDI Manual also covers in-depth information on system interconnections, controllers, groove tools, the DAW, synchronization and more. For the first time, the MIDI 2.0 spec is

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explained in light of the latest developments and is accompanied with helpful guidelines for the long-established MIDI 1.0 spec and its implementation chart. Illustrated throughout with helpful photos and screenshots, this is the most readable and clearly explained

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Zager on MIDI available.

Pop music surrounds us - in our cars, over supermarket speakers, even when we are laid out at the dentist - but how often do we really hear what's playing?

Switched on Pop is the book based

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Zager on the eponymous podcast that has been hailed by NPR, Rolling Stone, The Guardian, and Entertainment Weekly for its witty and accessible analysis of Top 40 hits. Through close studies of sixteen modern classics, musicologist Nate Sloan and songwriter Charlie Harding

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shift pop from the background to the foreground, illuminating the essential musical concepts behind two decades of chart-topping songs. In 1939, Aaron Copland published *What to Listen for in Music*, the bestseller that made classical music approachable for

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generations of listeners. Eighty years later, Nate and Charlie update Copland's idea for a new audience and repertoire: 21st century pop, from Britney to Beyoncé, Outkast to Kendrick Lamar. Despite the importance of pop music in contemporary

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Zager, most discourse only revolves around lyrics and celebrity. Switched on Pop gives readers the tools they need to interpret our modern soundtrack. Each chapter investigates a different song and artist, revealing musical insights such as how a

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single melodic motif follows Taylor Swift through every genre that she samples, André 3000 uses metric manipulation to get listeners to "shake it like a Polaroid picture," or Luis Fonsi and Daddy Yankee create harmonic ambiguity in "Despacito" that mirrors the

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patterns of global migration.
Replete with engaging discussions
and eye-catching illustrations,
Switched on Pop brings to life the
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songs into the pop pantheon.
Readers will find themselves
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ways and not just those from the Top 40. The timeless concepts that Nate and Charlie define can be applied to any musical style. From fanatics to skeptics, teenagers to octogenarians, non-musicians to professional composers, every music lover will discover

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