

Writing Music For Television And Radio Commercials (and More): A Manual For Composers And Students - Michael Zager

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This textbook describes the process of composing, arranging, orchestrating, and producing music for jingles and commercials, and provides a comprehensive overview of the commercial music business.

Rewritten and reformatted to increase readability and use in the classroom, this second edition includes new chapters on theatrical trailers, video games, Internet commercials, Web site music, and

made-for-the-Internet video. Author: Zager, Michael Publisher: Scarecrow Press Illustration: N Language:

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