

## UK TV Advert Song &amp; Music Database

## Music Rights Without Fights

POSTED BY CHAS DE WHALLEY ON 21 MARCH 2016

The right choice in music can make or break a TV advertising campaign - but for many brand managers and marketers the music business remains a painful, frustrating and needlessly expensive process cloaked in mystery.

Now help is at hand thanks to a new book *Music Rights Without Fights: The Smart Marketer's Guide To Buying Music For Brand Campaigns* by industry guru Richard Kirstein (pictured left).



Writing in jargon-busting plain English, Kirstein draws on more than 20 years experience broking music licensing deals on behalf of leading publishing companies and advertising agencies alike.

The founder of Resilient Music – a successful specialist consultancy serving some of the world's largest blue chip consumer brands – Kirstein has formulated *Music Rights Without Fights...* to provide senior brand managers and their colleagues in marketing procurement with a step-by-step guide through the problems and pitfalls involved in licensing music for TV, cinema and online commercials as well as offering tips and insights enabling them to make smarter purchasing decisions.

He says: "Having spent a career in music licensing, I've been fortunate to work on both sides of the fence – acting for music rights owners and buyers.

"I feel I bring a unique insight to music rights procurement and draw on this to advise our marketer clients on cutting the best deals. *Music Rights Without Fights...* collates my experiences and learnings over this period. The book's sole aim is to enable marketers and their colleagues in marketing procurement to make smarter purchasing decisions and take greater control of what should be one of their brand's most powerful assets."

Published by Rethink Press, *Music Rights Without Fights: The Smart Marketer's Guide To Buying Music For Brand Campaigns* is available at specialist bookshops and online for £14.99

For more information go to:

<http://musicrightswithoutfights.com/>



## THE MOST POPULAR TV ADS THIS WEEK



HSBC – LIFE WRITES THE BEST STORIES: CHUNG



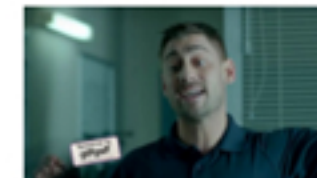
PAYPAL – THERE'S NEW MONEY IN TOWN



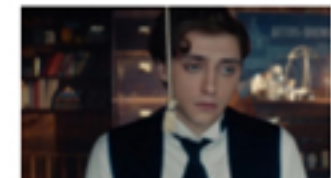
EBAY – SING IT SHOP IT (2)



NESCAFE AZERA – SUNRISE



E4 – ALIENS TRAILER



STELLA ARTOIS – BE LEGACY: THE HISTORY OF SEBASTIAN ARTOIS

