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BUS349 Week 2 Assignment
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What are some advantages a major recording label has over independent labels? What advantages do independent labels have?

A major recording label has more financial resources than an independent, as well as more support staff and market leverage. Some emerging musicians, on the other hand, may believe that a large label does not pay enough attention to them and provides less creative freedom than an independent. A smaller independent music label, on the other hand, may have deeper contact, because most independent labels are a lot smaller, which makes all of the encounters a bit more personal. A smaller independent record label could also be more flexible than a large record label, allowing the artist greater creative flexibility in their music career.

What are the pros and cons of recording with an independent label as compared to a DIY career?

Although there are a number of advantages and disadvantages to working with an independent record label versus being a DIY artist, I would say that the biggest advantage is that they are professionally getting your music out there, which probably means that the artist has to do a lot less work to gain exposure. Another advantage, and slightly downside, is that you are being watched, making it much more difficult for you to make mistakes in the music industry if you have a manager supervising all of your work and projects. The expense of working with an independent record label is a drawback. When you sign with a label, they normally take a cut of your royalties, which may lower the amount of earnings the artist gets when compared to a DIY career.