

# Thinking Different(ly): The Rare and Valuable Skills of Musicians

**Eric Jensen**

*Cornel School of Contemporary Music*

*May 9, 2013*

*ewjensen.com*

*eric@ewjensen.com*

## Selected Resources

### **The music industry...**

*All You Need to Know About the Music Business (8<sup>th</sup> edition)*

Donald S. Passman

*The Plain and Simple Guide to Music Publishing (2<sup>nd</sup> Edition)*

Randall S. Wixen

*Music, Money and Success (7<sup>th</sup> edition)*

Jeffrey and Todd Brabec

*Appetite for Self-Destruction*

Steve Knopper

*Making Music Make Money*

Eric Beall

*Anything You Want*

Derek Sivers

*How Music Works*

David Byrne

*Beyond Talent: Creating a Successful Career in Music*

Angela Miles Beeching

### **Business, entrepreneurship, careers...**

*So Good They Can't Ignore You: Why Skills Trump Passion in the Quest for Work You Love*

Cal Newport

*The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses*

Eric Ries

*Rework*

Jason Fried and David Heinemeier Hansson

[Business Model Generation: A Handbook for Game Changers, Visionaries, and Challengers](#)

Alexander Osterwalder and Yves Pigneur

[The Lean Entrepreneur: How Visionaries Create Products, Innovate with New Ventures, and Disrupt Markets](#)

Brant Cooper, Patrick Vlaskovits

[Inspired: How to Create Products Customers Love](#)

Marty Cagan

[The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company](#)

Steve Blank

[Start with Why: How Great Leaders Inspire Everyone to Take Action](#)

Simon Sinek

[Linchpin: Are You Indispensable?](#)

Seth Godin

[Tribes: We Need You to Lead Us](#)

Seth Godin

[Enchantment: The Art of Changing Hearts, Minds, and Actions](#)

Guy Kawasaki

[Mash Up! - How to Use Your Multiple Skills to Give You an Edge, Earn More Money, and Be Happier](#)

Ian Sanders and Davis Sloly

[Getting Things Done: The Art of Stress-free Productivity](#)

David Allen

[The Innovator's Dilemma: The Revolutionary Book that Will Change the Way You Do Business](#)

Clayton M. Christensen

[The Innovator's Solution: Creating and Sustaining Successful Growth](#)

Clayton M. Christensen

[Seeing What's Next: Using Theories of Innovation to Predict Industry Change](#)

Clayton M. Christensen

### **Creativity, problem-solving, skill-building and teaching...**

[Steal Like an Artist: 10 Things Nobody Told You About Being Creative](#)

Austin Kleon

[The War of Art: Break Through the Blocks and Win Your Inner Creative Battles](#)

Stephen Pressfield

*Made to Stick: Why Some Ideas Survive and Others Die*

Chip Heath and Dan Heath

*Switch: How to Change Things When Change Is Hard*

Chip Heath and Dan Heath

*The Talent Code: Greatness Isn't Born. It's Grown. Here's How.*

Daniel Coyle

*The Little Book of Talent: 52 Tips for Improving Your Skills*

Daniel Coyle

*Practice Perfect: 42 Rules for Getting Better at Getting Better*

Doug Lemov

*The Power of Habit: Why We Do What We Do in Life and Business*

Charles Duhigg

### **Behavioral economics and cognitive bias...**

*Predictably Irrational, Revised and Expanded Edition: The Hidden Forces That Shape Our Decisions*

Dan Ariely

*Thinking Fast and Slow*

Daniel Kahneman

### **Music business websites...**

*The Future of Music Coalition (USA)*

[www.futureofmusic.org](http://www.futureofmusic.org)

*Music ThinkTank (USA)*

[www.musicthinktank.com](http://www.musicthinktank.com)

*Hypebot (USA)*

[www.hypebot.com](http://www.hypebot.com)

*Digital Music News (USA)*

[www.digitalmusicnews.com](http://www.digitalmusicnews.com)

*Billboard*

[www.billboard.biz](http://www.billboard.biz)

### **Artists and companies mentioned in this presentation...**

*Seth Godin*

[www.sethgodin.com](http://www.sethgodin.com)

*Jason Fried*

[www.37signals.com](http://www.37signals.com)

<http://37signals.com/svn/>

*Derek Sivers*

[www.sivers.org](http://www.sivers.org)

*Patrick Faucher (Nimbit)*

[www.nimbit.com](http://www.nimbit.com)

*Panos Panay (Sonicbids)*

[www.sonicbids.com](http://www.sonicbids.com)

*David Liebman*

[www.daveliebman.com](http://www.daveliebman.com)