



## Stanford eCorner

### Successful Independent Promotion: From Artist to Entrepreneur (Entire Talk)

Chamillionaire, *Music Artist & Performer*

November 04, 2009

Video URL: <http://ecorner.stanford.edu/videos/2319/Successful-Independent-Promotion-From-Artist-to-Entrepreneur-Entire-Talk>

Hip-hop artists Quincy Jones III and Chamillionaire discuss mastering the business side of the music industry. Keeping up with cutting-edge technologies, production logistics, and finding creative ways to gain direct audience contact are essential tactics for the self-produced artist in the digital age.



#### Transcript