Jerry Goolsby, Ph.D.
Hilton/Baldridge Eminent Scholar of Music Industry Studies
Loyola University New Orleans

Music and Business: Marriage of Convenience or Synergistic Partnership?

Monday, November 11, 2013
4:00 – 5:15 pm

Art and Science have always been strange bedfellows—letting your right brain sing while your left brain thinks. The Business of Music has been vilified, often rightfully, by many critics of the music business. How can artists exploit their music while not selling out. Dr. Goolsby will address the dilemma facing many artists in making a career of the music and the arts, showing that some with proper training do not have to sellout to have a fruitful career.

Dr. Goolsby received his Ph.D. from Texas Tech University, following a successful career in the musical instrument industry. He has served as a research consultant to numerous companies and industry associations including serving as a governor on the Recording Academy (Grammys). Dr. Goolsby has also helped in numerous initiatives to raise money for musicians’ social care and healthcare. He teaches classes in quality methods, market research, sales management, marketing management, marketing theory, and marketing ethics.

Chestnut Hill College
St. Joseph Hall, East Parlor
9601 Germantown Avenue
Philadelphia, PA 19118 • www.chc.edu

Passport Event for Students and Required for all Business Majors

Lecture is Free and Open to the Public

For more information, please contact Barbara Diemer, M.B.A, M.Ed., Assistant Professor of Business and Coordinator of this Business Speaker Series program at 215.248.7033.