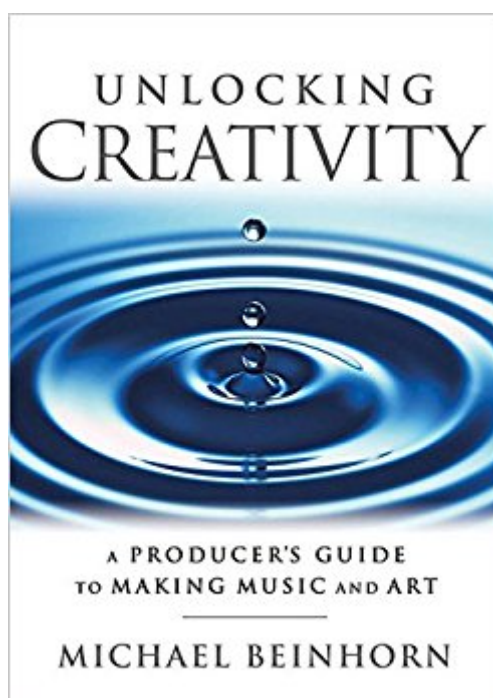


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# Unlocking Creativity: A Producer's Guide To Making Music And Art. (Music Pro Guides)



## Synopsis

Here, record producer Beinhorn reveals how to deal with interpersonal issues record producers face when they work with artists one on one or in small groups. The situations and solutions are based upon the authors personal and professional experience working with a variety of different artists, such as Herbie Hancock, the Red Hot Chili Peppers, Soul Asylum, Hole, Soundgarden, Ozzy Osbourne, Courtney Love, Marilyn Manson, Social Distortion, Korn, and Mew. Beinhorns unique methods and perspective, applied to record producing and music making in the studio, opens the door to successful collaborative efforts. The author shows you how to find what he calls your sensory connection to the creativity process, which ultimately helps you find the intent behind your creative choices. You can read dozens of articles and books that feature a hundred different people talking about what microphones they used when they recorded Record X or how they set their stereo buss compressor, but you will never find out what prompted them to make these choices. Beinhorns focus on collaborative effort enables record producers and artists to find solutions while working as a creative team. This perspective is especially valuable as it is transdisciplinary and can be applied to many occupations and modes of creativity outside of record production.

## Book Information

Series: Music Pro Guides

Paperback: 296 pages

Publisher: Hal Leonard Books (May 1, 2015)

Language: English

ISBN-10: 1480355135

ISBN-13: 978-1480355132

Product Dimensions: 5.5 x 0.8 x 7.8 inches

Shipping Weight: 12.8 ounces (View shipping rates and policies)

Average Customer Review: 4.9 out of 5 stars 25 customer reviews

Best Sellers Rank: #112,303 in Books (See Top 100 in Books) #54 in [Books > Arts &](#)

[Photography > Music > Business](#) #56 in [Books > Arts & Photography > Music > Recording &](#)

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## Customer Reviews

MICHAEL BEINHORN's career as a record producer spans over 30 years. He has worked with a diverse range of artists from Herbie Hancock to Soundgarden to the Red Hot Chili Peppers, in many

cases producing these artists' career recordings.

Purchased this book for a gift for my boyfriend who is a music producer, and he really enjoys this. A few other members that work with him also read into this book and they too enjoyed it. This is great for anyone really.

This book was really helpful for me. I've been making music for over 15 years now, and it reinforced things I knew, and also taught me new things about putting a song together. A good read, if you give it your time.

Beinhorn's torch gives light and inspiration to those navigating through music, art and the creative process. Such an important book during this current vapid cultural shift.

A much-needed challenge to the notion that producing music is solely about tweaking knobs. Insightful, well written, and occasionally very funny. Highly recommended for aspiring producers and musicians alike.

Great book. Great service.

good read - especially for people wanting to make a "great" record, not just a record.

Amazingly clear and helpful insight

I'm not a music professional, but am a dedicated music lover, arts education advocate, and a theatre artist who lived in Seattle most of the 90's; so I was originally drawn to reading this not to learn about music production but for the behind-the-scenes anecdotes about some of my favorite bands (Soundgarden, in particular). What I walked away with was so much more than I could have imagined -- in many ways, Beinhorn's book reads as a meditation from a zen master (I mean, the man must have such patience to have masterfully collaborated with some of his clients!). I don't recall any other music industry "how-to" book that employs the word "mindfulness" multiple times in the first few pages alone. (And, incidentally, I finally understand what being a music producer entails -- at least one of Michael Beinhorn's artistry and astute intellect.) Intriguingly, he also underscores the importance of established artists eventually giving back by mentoring (and understanding) the

next generation of artists. While Michael Beinhorn is a music producer/artist, his book UNLOCKING CREATIVITY could serve as a template for artists of all disciplines in developing a grounded, dedicated and honest approach to creation and collaboration. Seriously, this book should be included in collegiate level courses -- I only wish I'd read anything this practical yet inspiring when I was leaving arts school to enter the entertainment industry slog. It's a rough industry in uncertain times, but this tome gives hope that the beat will indeed go on. So if you need to remember why you love music, making art, or just being a creative cool cat in this increasingly uptight corporate world of ours, read this book, then read it again. Thank you!

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