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Bob Baker is the author of the highly acclaimed "Guerrilla Music Marketing Handbook" and several other books, including "MySpace Music Marketing" and "Unleash the Artist Within." He also developed BerkleeMusic's "Music Marketing 101" course. Bob is an indie musician and former music magazine editor who is dedicated to showing musicians of all kinds how to get exposure, connect with fans, sell more music, and increase their incomes through their artistic passions. Get access to Bob's articles, ezine, blog, podcast, and video clips at www.TheBuzzFactor.com.