

Beyond Talent: Creating a Successful Career in Music. By Angela Myles Beeching. 2nd ed. New York, NY: Oxford University Press, 2010. xvii, 373 pp. ISBN 978-0-19-538259-4. \$21.95 US

Angela Myles Beeching is a consultant and former director of the Career Services Center at the New England Conservatory. Beeching holds a doctorate in cello performance from SUNY Stony Brook and received fellowships from Tanglewood and the Banff Centre. She has presented and published extensively in a variety of forums. *Beyond Talent*, her first book, was published in 2005; this second edition was published in 2010.

A trade paperback, *Beyond Talent* consists of 373 pages divided into thirteen chapters, plus an Interlude and Postlude. This organizational structure makes it convenient to use as a textbook for a one-semester course on career planning. Topics are presented in a linear, career-steps format, while a twenty-one page index gives easy access to specific material. Despite the linear format, Beeching readily acknowledges the non-linear, fluid reality of career paths. The book is written in the first person, and Beeching provides an ample supply of real-life examples. Many of them provide complete details of the individuals and experiences in question.

Topics include mapping success, developing a support network, promotion, recording, booking and management, publicity and audience building, outreach, freelancing and alternative careers, and financial aspects. Beeching guides the reader throughout with numerous lists and a generous supply of sample résumés, press releases, bios, photographs, and contracts.

While the majority of updates expand on or clarify material presented in the first edition, several larger changes have also been made. More emphasis has been given to enhancing a performance career with supplementary employment. Chapter 10 of the first edition, “The Freelancing Lifestyle – Managing Your Gigs, Time, and Money,” has been expanded and split into Chapters 10 and 11 in the new edition, “Freelancing for Success” and “Balancing Life: Managing Time and Money,” respectively. The most significant change, however, is the inclusion of a large number of online resources, paired with a [website](#). The site gives information about the author and book, links to the websites given in the book (listed by chapter), and twenty-six pages of “Resources”: an annotated listing of publications, URLs, and organizations addressing a wide range of music career issues.

Beyond Talent has been written as a practical career guide, not a resource for scholarly research, and is specifically targeted towards classical and jazz performers. Material on non-performance careers is severely limited, with teaching receiving only nine pages and arts administration a mere three pages. This near silence on non-performance careers is puzzling, but it is also the norm in similar books. The details that Beeching provides for classical musicians in particular are vastly superior to those found in alternatives such as Baskerville's *Music Business Handbook and Career Guide* or

Passman's *All You Need to Know About the Music Business*, both of which are focused on the pop music industry. There are at present no academic journals dedicated to the business aspects of music. Most books and magazines purporting to be about careers in music are trade publications that target the pop recording or broadcast industries. Given this, *Beyond Talent* fills a gaping hole, as it provides excellent material that is difficult to find in other sources.

For the Canadian reader, most of the content is directly applicable, but other sources must be sought for Canadian-specific information on such issues as copyright/licensing, taxes (including permissible deductions), and retirement planning. The prose is eminently readable and, while not generally based on empirical research, it is supported by a vast number of case studies. While there remains a need for a similar resource tailored to the needs of Canadians (and, indeed, everyone outside of the United States), this new edition of *Beyond Talent* is highly recommended for all libraries that support classical and jazz studies.

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