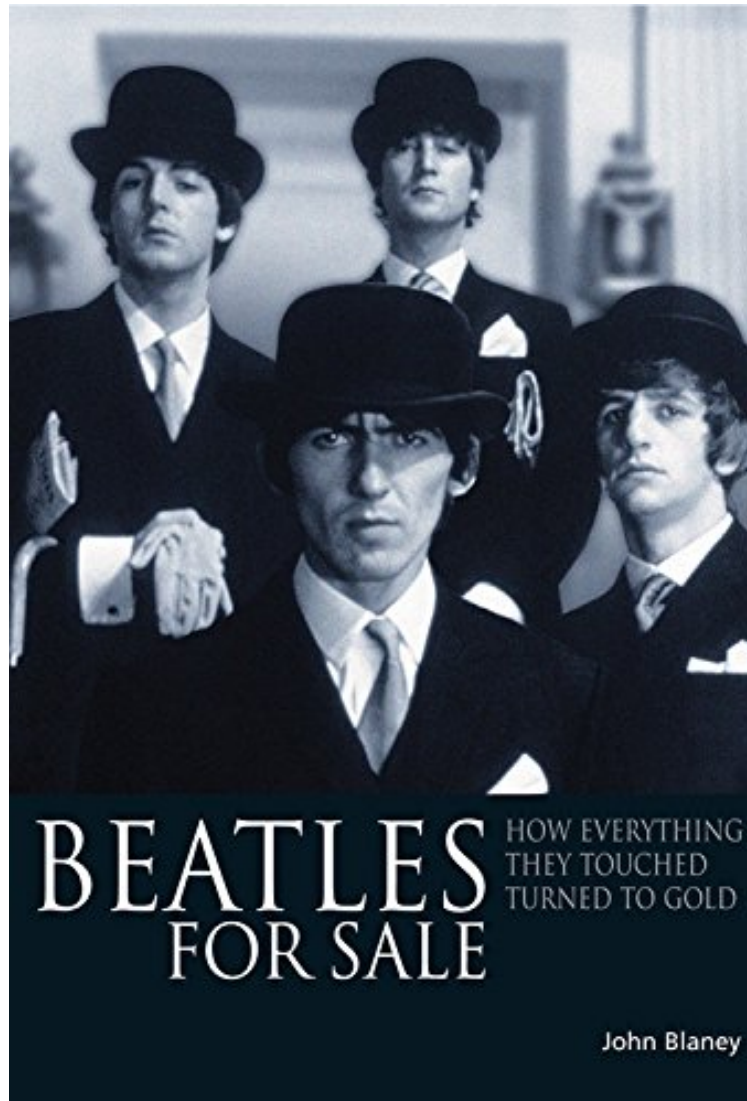


(Ebook pdf) Beatles For Sale: How everything they touched turned to gold

Beatles For Sale: How everything they touched turned to gold

John Blaney

*DOC | *audiobook | ebooks | Download PDF | ePub*



DOWNLOAD



READ ONLINE

#1892903 in Books Jawbone Press 2008-05-05Original language:EnglishPDF # 1 8.50 x 1.00 x 6.00l, 1.55
#File Name: 1906002096288 pages | File size: 73.Mb

John Blaney : Beatles For Sale: How everything they touched turned to gold before purchasing it in order to gage whether or not it would be worth my time, and all praised Beatles For Sale: How everything they touched turned to gold:

0 of 0 people found the following review helpful. Perfect!By PHILL PRATESI've rated with 5 stars because the book is perfect! I'm loving reading this book. I recommend it for everyone!1 of 2 people found the following review helpful. DifferentBy Irving Faqualf you love reading about the Beatles then need this as well. Very different and lots of information. Well done!2 of 5 people found the following review helpful. Nothing new hereBy Paul ScottIf you are

familiar at all with the Beatles business dealings you will have read everything you find here. No original research just a summary of already published material. "Northern Songs" by Brian Southall is a much better read.

Beatles For Sale details the ups and downs of The Beatles from their inception, as they promoted, advertised, and sold records, played concerts, produced tacky merchandise, made films, and set up publishing and record companies. It shows that The Beatles did not cope with their ever-growing business ventures because Lennon, McCartney, Epstein, Aspinall and co. had a clear vision of what they should be doing. On the contrary, their business acumen amounted to little more than making things up as they went along. Beatles For Sale offers the facts and figures behind this story, and explains how it helped shape the music business as we know it. It is a story of naivety and greed, inexperience and luck, gullibility and ingenuity. It is the story of every aspect of how The Beatles made money -- and how virtually every successful group since then has followed in their footsteps.

About the Author John Blaney is a passionate Beatles fan who brings to his writing the expertise and rigour of a professional historian. He trained as a graphic designer and studied History Of Art at Camberwell College Of Arts and at Goldsmith College (both in London) before taking up his present post as curator of a museum of technology.