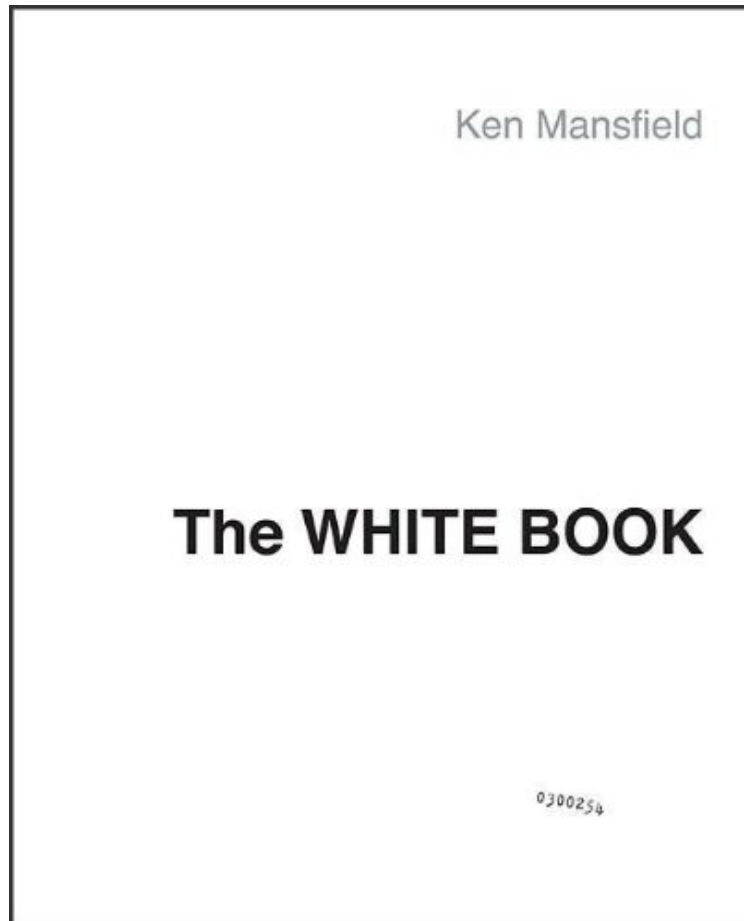


# The White Book: The Beatles, the Bands, the Biz: An Insider's Look at an Era

*Ken Mansfield*

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**Ken Mansfield : The White Book: The Beatles, the Bands, the Biz: An Insider's Look at an Era** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The White Book: The Beatles, the Bands, the Biz: An Insider's Look at an Era:

1 of 1 people found the following review helpful. A worthy successor to "The Beatles, The Bible, And Bodega Bay" By steve\_manassas Ken Mansfield became the first U.S. Manager of The Beatles' Apple Records in 1968. In 2000, he wrote a book about those years, The Beatles, The Bible, And Bodega Bay (see my review). This 2007 book is a sequel to that book, updating much of the Beatles information in the first book with new chapters on his years in the music business with such artists as the late Andy Williams, Brian Wilson, Waylon Jennings, Jessi Colter ("I'm Not Lisa"), and many more, leaving out the spiritual-religious/Biblical passages that may have put off readers of the first book. Both books are good, but I like this one a little better because it has more music stories. Ken also wrote a third book in 2013, Stumbling on Open Ground: Love, God, Cancer, and Rock 'n' Roll, about his and his wife Connie's

many battles with cancer. Although I have not read that book, having lost many of my own family members to cancer, I can certainly empathize with what Ken and his family are going through. My best wishes to them. 0 of 0 people found the following review helpful. The White Book By mlow43 Excellent well written book which has many great story's. Recommended for Beatles and those interested in the Music business. 2 of 2 people found the following review helpful. A 'Must Read' for Beatle researchers By N. Riley Heagerty When one considers that Ken Mansfield was on the roof of the Apple Headquarters for the Beatles last, greatest concert, in the white raincoat, sitting next to Yoko, that puts him in an extremely elite group; one who had gained the respect trust of the Beatles to be allowed to be on the inside. I am always searching for books on the Fab Four that are different, and not a repeat of the same historical aspects. I am really sorry that Neil Aspinall did not write one, because he saw it all, but Mansfield saw a great deal, as a "front row" witness and in my opinion this type of book is precisely what collectors and researchers will want to read. I highly recommend " The White Book."

Through exclusive photos and personal stories, former US manager of Apple Records and Grammy Award winning producer Ken Mansfield offers a compelling memoir that delves into his life in the 1960s and '70s and his unique partnership with the Beatles and other musicians who orbited their world. As observer, friend, and colleague, Mansfield sat in their recording sessions, partied in their swimming pools, took their irate calls, and publicized their successes. Entertaining, historically accurate, and illuminating a side of the Fab Four known only to a few like Mansfield, *The White Book* shines fresh light on the true characters behind the cultural phenomena that revolutionized a generation. As the former Head of Apple Records International, Jack Oliver, has said of Ken, "He is one of the few insiders left that bore witness to the highs and lows of those insane days when we ruled the world." "Ken has a unique gift. He can take you in the room and have you sit with the folk he knows and make you one of the gang, part of the plan. and considering these folk include the Beatles, Dolly Parton, Waylon Jennings, the Beach Boys, Roy Orbison, David Cassidy and a whole host more that is some doing. I really enjoyed sitting in on his world and I respect the affection he has for our game, and what he brought to it, will get you." ANDREW LOOG OLDHAM Rolling Stones Manager and Producer "Ken Mansfield brings us a new and closely personal perspective not only on the Beatles, but on a whole cast of musical characters from Brian Wilson to Don Ho. An observant and perceptive man in the centre of the storm; a contradictory man, both ambitious and spiritual, but at the heart of the record industry during its most exciting years and enjoying every minute of it. I lived through those years with Ken and we became friends. It is a pleasure to experience so much of it all again through the accuracy of his story telling and the clarity of his memory." PETER ASHER Peter and Gordon/AR Chief Apple Records/Producer-Manager (James Taylor, Linda Ronstadt, Carole King et al) "Journalism is normally a very inexact science. Many of the countless books about the Beatles have been written by researchers-not by people who were actually there. Everyone has experienced reading a book or article where one's own inside knowledge about a particular person or event shows up inaccuracies on the part of the writer that totally distort the truth. This book is an exception-I know because I was there for some of it myself. Ken Mansfield and I unknowingly shared the experience of the famous Apple rooftop session where I was nervously adjusting mikes and cables for the sound recording of that unforgettable day. Ken was not only working for the Beatles through their heyday, he was also their trusted friend. There is no one better equipped to tell the Beatles' story-truthfully-and more importantly-factually, from the inside." ALAN PARSONS Engineer to the Beatles/Pink Floyd, Multi Platinum Producer, Alan Parsons Project "Unlike many people claiming a Beatles connection, Ken Mansfield doesn't have an agenda or try to elevate his role or importance. Ken comes across as a man who knows how lucky he was to be where he was and enjoys sharing his stories with us. Ken was there and that is why *The White Book* is informative, fresh and entertaining without being ego-driven." BRUCE SPIZER Author, Beatle Historian

From Publishers Weekly The second memoir from record-industry vet Mansfield (*The Beatles, the Bible and Bodega Bay*), a simple look at a complex happening, recounts his overwhelmingly positive experiences working with the Fab Four (and others) as they put together their late-career masterpiece *The White Album*. Mansfield relates how a lucky break in the 1960s took him from promotions executive for Hollywood's Capitol Records to U.S. manager of Beatles-owned Apple Records. One of the few Americans allowed into the group's inner circle, Mansfield presents revealing one-on-one time with each band member, yielding insight beyond their public personas. He notes, for instance, that mere words can't explain how intimidating John Lennon and Yoko Ono were. Though he provides his side of artistic debates (should *Hey Jude* or *Revolution* be the first Apple single?), and eyewitness accounts of key Beatles moments (including the group's final public performance atop the label's London headquarters), Mansfield misses numerous opportunities to provide insider details and to comment on the progress (or lack thereof) in the recording industry; further, Mansfield's awkward writing style clumsy metaphors and alliteration, short chapters and confusing chronology gives the work an amateurish feel. As Mansfield notes in the foreword, this book is something to enjoy because of its simplicity: engaging but hardly essential reading for the casual fan. (Oct. 30) Copyright Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. About the Author Ken Mansfield is the former manager of the Beatles Apple Record Company and an award-winning producer. Ken is an ordained minister and

public speaker who appears at churches and colleges across the nation.