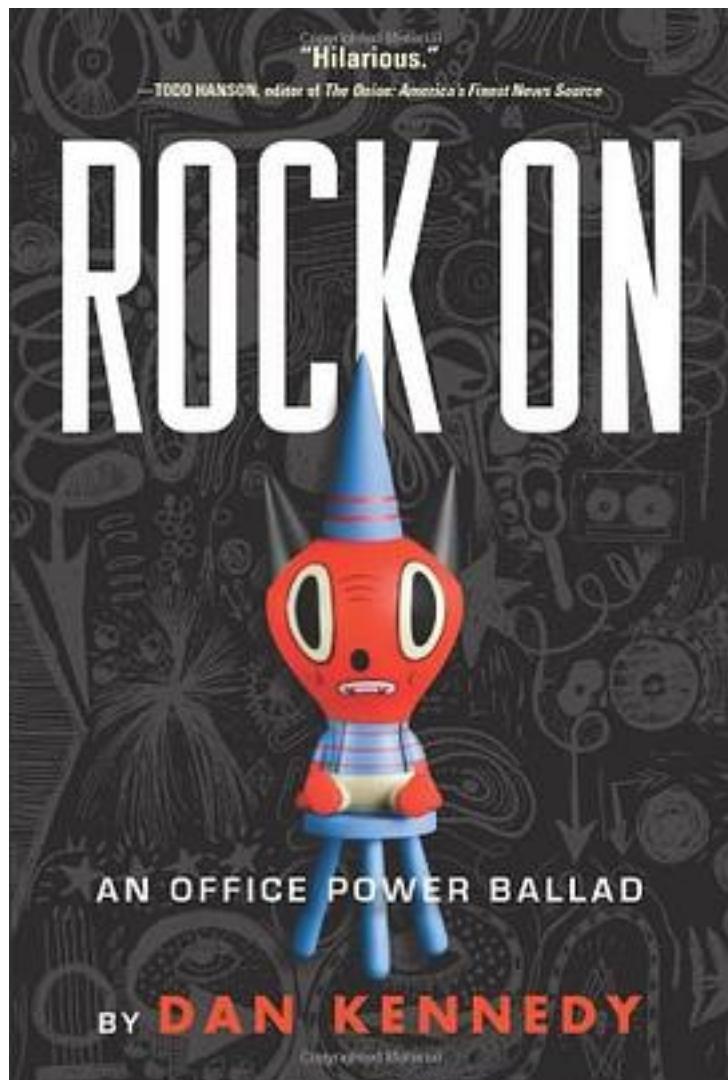


Rock On



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著者:Dan Kennedy

出版者:Algonquin Books

出版时间:2008-02-05

装帧:Hardcover

isbn:9781565125094

How do you land a sweet six-figure marketing gig at the hallowed record label known for having signed everyone from Led Zeppelin to Stone Temple Pilots? You start with a resume like Dan Kennedy's: *Dressed up as a member of Kiss every Halloween *Memorized Led Zeppelin IV at age ten *Fronted a lip-sync band in junior high *Worked as a college DJ while he was a college drop-out In his hilarious memoir, McSweeney's contributor Kennedy chronicles his misadventures at a major record label. Whether he's directing a gangsta rapper's commercial or battling his punk roots to create an ad campaign celebrating the love songs of Phil Collins, Kennedy's in way over his head. And from the looks of those sitting around the boardroom, he's not alone. Aging pop stars, hip-hop thugs, Iggy Pop, and others round out this power-ballad to rock'n'roll and office life.

作者介绍:

目录:

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