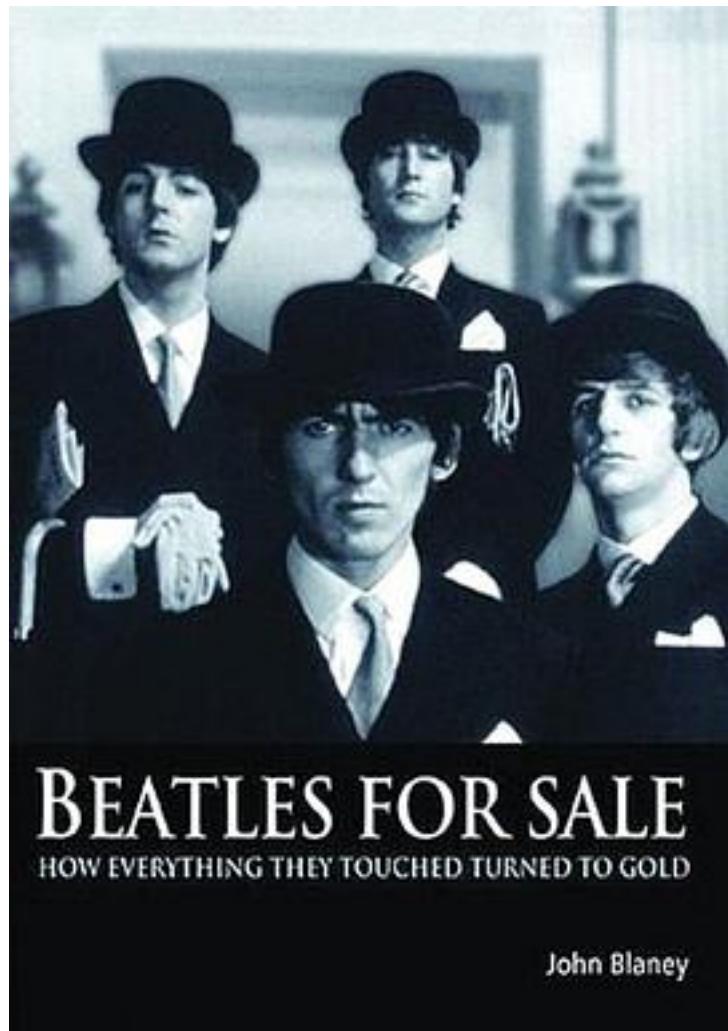


Beatles for Sale



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著者:Blaney, John

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In Beatles for Sale , author John Blaney shows how the group and their inner circle

invented so much of what we now recognize as the modern business of making and selling rock music. Beatles for Sale documents the ups and downs of the group as they promoted, advertised, and sold records, played concerts, sold merchandise, made films, and set up publishing and record companies of their own. More than just a business primer, this book tells an exciting story of naiveté and greed, inexperience and blind luck, gullibility and ingenuity. Beatles for Sale explores every aspect of how the group made vast fortunes — and provided the template for everyone who followed.

作者介绍:

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