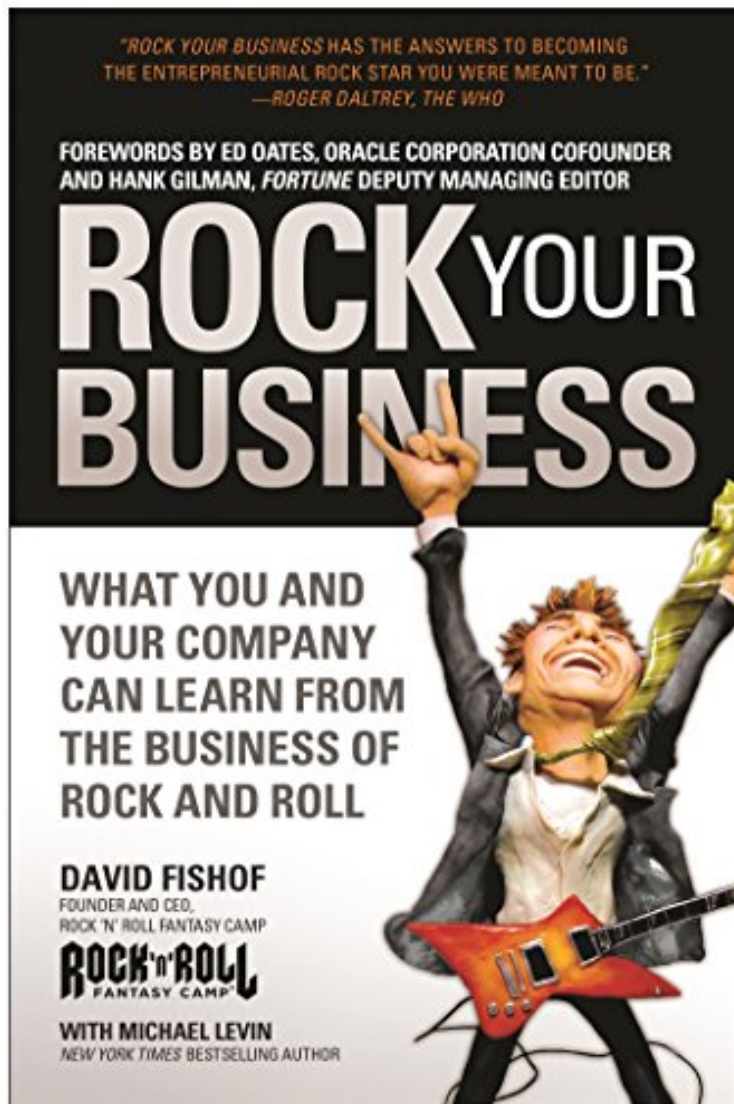


[Free pdf] Rock Your Business: What You and Your Company Can Learn from the Business of Rock and Roll

Rock Your Business: What You and Your Company Can Learn from the Business of Rock and Roll

David Fishof

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David Fishof : Rock Your Business: What You and Your Company Can Learn from the Business of Rock and Roll before purchasing it in order to gauge whether or not it would be worth my time, and all praised Rock Your Business: What You and Your Company Can Learn from the Business of Rock and Roll:

0 of 0 people found the following review helpful. Not a boring business book, it is high energy and common sense combined with Fishof's business savvy and heart! By Chris Sage I learned about this book when the author, David

Fishof, was a guest on the podcast "Madame Perry's Salon." It delivers all I expected and more. Straight, honest information. Fishof seemed very candid in the interview, so his success and enthusiasm for teaching others made me want to read "Rock Your Business." Not a boring business book, it is high energy and common sense combined with Fishof's business savvy and heart! 2 of 2 people found the following review helpful. Fantastic Book - Must Read! By CavalierHorseDog People pay THOUSANDS for attending class and getting a paper. All that's great, but I would challenge that with the knowledge ONE book, based upon decades of EXPERIENCE, can give you. This is that book, and it's worth every cent. I have been booking bands, events for years. I have also been a musician. I have learned, that off the stage, it's all about business. This book taught me so much about that side. Just the suggestions/advice alone is amazing. David has done a great job explaining his keys to success to you. He explains it, in a straight-to-the-point, meat potatoes type format which I love. I can't stand when authors just babble and go on and on. Brevity is key and this is one book that you will have no problem understanding what it wants to teach you. Bravo to David for this amazing book. Students, CEO's, Entrepreneurs, Musicians, all should read this book. I will definitely be promoting this book to all my friends. I will also be picking up his other book in negotiations. I can't wait to start putting into practice all that I learned from David. Way to go David! Thank you. 0 of 0 people found the following review helpful. Tremendously insightful By Chuck in NJ David's book is an essential read for anyone who loves the business side of entertainment and sports. Whether you're a rookie aspiring to get into the business or a seasoned veteran looking for new inspiration, this book is priceless. Reading it is like going to dinner with a hero that you admire and having them share all of their wisdom, secrets, experiences, and strategies with you. It's one of the most candid, forthright books I've ever read pertaining to the entertainment industry. Many books in this genre only speak in broad generalities. David shares specific case studies with the details you want to know about, and in ways that can truly inspire you to grow your business, no matter what field you're in. Most refreshingly, he not only shares his success stories, but also his failures. But as the book explains, he shares his failures to show you how they can actually lead to successes, which is a beautiful outlook that I have always subscribed to as well. This was the best money I ever spent on a business book.

Would you like your business.....to burst into public awareness like Lady Gaga?...to have the long-lived success of Mick Jagger?...to demonstrate the creativity of The Beatles? We don't normally think of the music business as a source of entrepreneurial insight, but we should. The best bands have longevity, a depth of customer loyalty, and a level of profitability that puts most businesses to shame. And what they know about marketing, partnerships, the power of bartering, and overcoming obstacles isn't taught in any business school. David Fishof has lived at the center of the music business for more than 25 years. From his early successes in reuniting The Monkees and convincing Ringo Starr to launch his All Starr tour, to his current megasuccess as founder and CEO of Rock 'n' Roll Fantasy Camp, Fishof has learned from the leading minds in the music business and has applied this learning in one entrepreneurial venture after another. Filled with insights from Fishof's amazing exploits in the music industry and seasoned with business tips from music legends, Rock Your Business provides important and original business insights from an unlikely source: the world of rock and roll.

David Fishof has the same relationship with music as Barnum Bailey had with the circus: He loves it! He's always been passionate about getting ordinary people involved in making it. From his early support of VH1 Save the Music, an organization dedicated to keeping music in schools, to Rock 'n' Roll Fantasy Camp, he's always thinking about bringing it on home to the people who want to make it. Rock Your Business has the answers to becoming the entrepreneurial rock star you were meant to be. Roger Daltrey, CBE; The Who Full of case studies and examples that are valuable and also entertaining, Rock Your Business is a book you not only should read but one that you will want to read. David Eilenberg, SVP, Development Current Programming, One Three Media, a Hearst/Mark Burnett company David Fishof has produced some of the largest music tours, represented some of the most famous acts and athletes in the world, and created the well-known Rock 'n' Roll Fantasy Camp. In Rock Your Business, he shows you how you can use the tools that make rock stars household names to launch your own vision. Bob Pittman, CEO, Clear Channel Communications In Rock Your Business, David Fishof shows you exactly why the most innovative entities are also the world's biggest rock stars and how you can achieve that same status as an entrepreneur. Sammy Hagar, Rock and Roll Hall of Fame Inductee; Founder, Cabo Wabo Cantina and Cabo Wabo Tequila; Bestselling Author If you have an idea you want to get off the ground, read this book immediately! Vince Neil, Mötley Crüe When I first began working with David Fishof in 1980, I noticed right away that he was the king of taking ideas from the music world and relating them to the sports world and vice versa. Applying what he has learned in the music business to the business world just makes sense. Fishof's book will help any professional take an intangible concept and turn it into a concrete success. Phil Simms, Lead NFL Analyst for CBS; Former New York Giants Quarterback While most authors can only espouse philosophies that work in theory, David Fishof has actually implemented every piece of advice in Rock Your Business to become one of the standouts in his field and can help you do the same. John Bello, Founder, SoBe Beverages With the help of a few

famous friends, David Fishof gives you the tools to launch your vision, expand your business, increase your profits, and live your dreams. Take advantage."Bernt Bodal, CEO, American Seafoods Group; Featured on Undercover BossIt's a long way to the top if you want to rock and roll! David Fishof can guide you there."Scott Hamilton, Olympic Gold MedalistI've said it before, and I'll continue to say it, when it comes to business and the Rock n' Roll Fantasy Camp, David Fishof is a genius! He took his vision and created a way to make dreams come true for so many. This book really digs deep into his mind and besides a great entertainment read, he shares many helpful tips on how you can develop your ideas and turn them into profit-making business deals. A must read for anyone wanting to be involved in not only the music business but a positive, self-improved life as well!"Billy Amendola, Associate Editor, Modern Drummer magazinePassion, inspiration, street smarts, cultural savvy, and raw unfettered guts have always been the main drivers of rock-and-roll success stories. David Fishof has all of those qualities, as well as an almost magical ability to make things happen. So you can take the safe path and fall in step with the bazillions of other suits who are reading the same business treatises as everyone else, or you can embrace some cagey rock and roll attitude and MAKE YOUR BONES like a superstar."Michael Molenda, Editor-in-Chief, Guitar Player magazine