



Rock to Riches: Build Your Business the Rock & Roll Way (Capital Business)

Andrew Chapman, Lee Silber

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As musicians and successful entrepreneurs, Chapman and Silber understand what readers really want in a business book—and it's more backstage and less boardroom. Imagine learning business lessons from Jimmy Buffett instead of Warren Buffett; or being inspired by the business savvy of Kiss as opposed to Bill Gates; and discovering the business background of David Bowie instead of Donald Trump. There are countless books out there full of wisdom from the captains of industry, but *Rock to Riches* captures the unexpected business wisdom of our rock idols past and present. Not only have rock stars led interesting lives, their success leaves clues for entrepreneurs to follow.

Think of *Rock to Riches* as a cross between the lessons learned from VH1's *Behind the Music* and NBC's *The Apprentice*. In both arenas, the mantra is "profit or perish." Success both in business and rock music happens for the same reasons, but the road to success in rock music is full of colorful characters and stories. *Rock to Riches* brings entrepreneurs rock solid wisdom on outstanding leadership, promotion, marketing, customer service, sales, and more as revealed by the rock stars who've made it.

For further information, see: <http://www.rocktorichesbook.com>

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