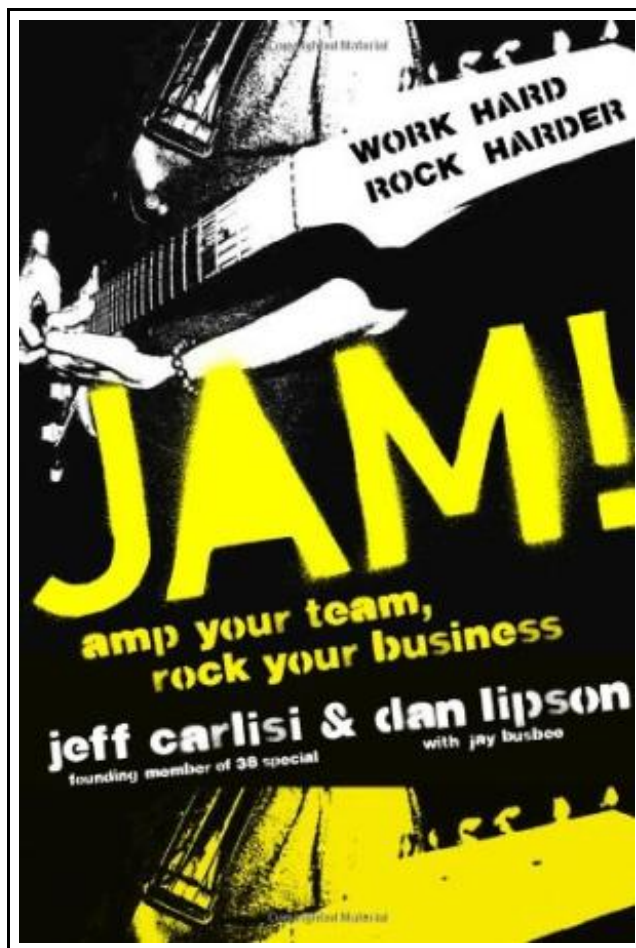


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John Wiley and Sons Ltd, United Kingdom, 2009. Hardback. Book Condition: New. 231 x 157 mm. Language: English . Brand New Book. A unique rock-and-roll approach to team-building, from seasoned rock stars and the founders of Camp Jam, Inc. Jam! brings the rock music business alive to show how the lessons of rock can be applied to any business. Written by Jeff Carlisi, former guitarist and songwriter for the chart-topping band .38 Special, and Dan Lipson, one of the country s sharpest young executives, Jam! examines key moments in the development of a band--formation, early success, and internal crises--to illustrate how executives can crank up their own businesses to reach the top ten. With insights from musicians who have played in some of the world s best-known bands, including the Rolling Stones, Lynyrd Skynyrd, and the Black Crowes, and the bands of Billy Joel, Rod Stewart, Ted Nugent, and Sheryl Crow, Jam! shows how each member of a group has to come together on a common beat, know his or her role and sound, and even when it s time to leave the spotlight. With takeaways in every chapter for both individuals and groups, Jam! brings to life its central tenant: Work hard. Rock harder. Jeff Carlisi and Dan Lipson (Atlanta, GA) are the founders of Camp Jam Inc. (a collection of rock and roll music programs that include rock and roll camps for both adults and children in 15 cities, corporate team building exercises, and Camp Jam s Ultimate Rock Roll Getaway, a weekend rock music fantasy camp for adults. Camp Jam is the most comprehensive grouping of rock programs in America, and those programs have boasted attendance from musicians all over the world. Carlisi was one of the founding members of .38 Special, and wrote or co-wrote...

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