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1974 - The Promotion Man - New York City: The Morrell Archives

By Dave Morrell

Createspace, United States, 2015. Paperback. Book Condition: New. 203 x 127 mm. Language: English . Brand New Book ***** Print on Demand *****.1974 - The Promotion Man - New York City, the second volume in the memoirs of longtime record company executive and Beatles collector Dave Morrell, will be published in October. The book picks up where Volume 1 - the high energy Horse-Doggin - left off. When Morrell was just barely 21, he was plucked from a low-level job at Warner-Elektra-Asylum's New Jersey warehouse, relocated to Manhattan and given a plum assignment as Warner Bros. Records East Coast promotion man. Dave takes readers along on this wild ride - getting high with Ron Wood in the back of a limo between stops at radio stations, crossing English rock act Jethro Tull over to a mainstream pop radio audience with the smash hit Bungle in the Jungle, breaking new artist Maria Muldaur despite resistance from radio stations that deemed Midnight At The Oasis too steamy, witnessing David Geffen's meltdown at the Planet Waves listening party when he finds out the label's Bob Dylan ad ran too soon in Billboard, introducing KISS to audiences with a Times Square...



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