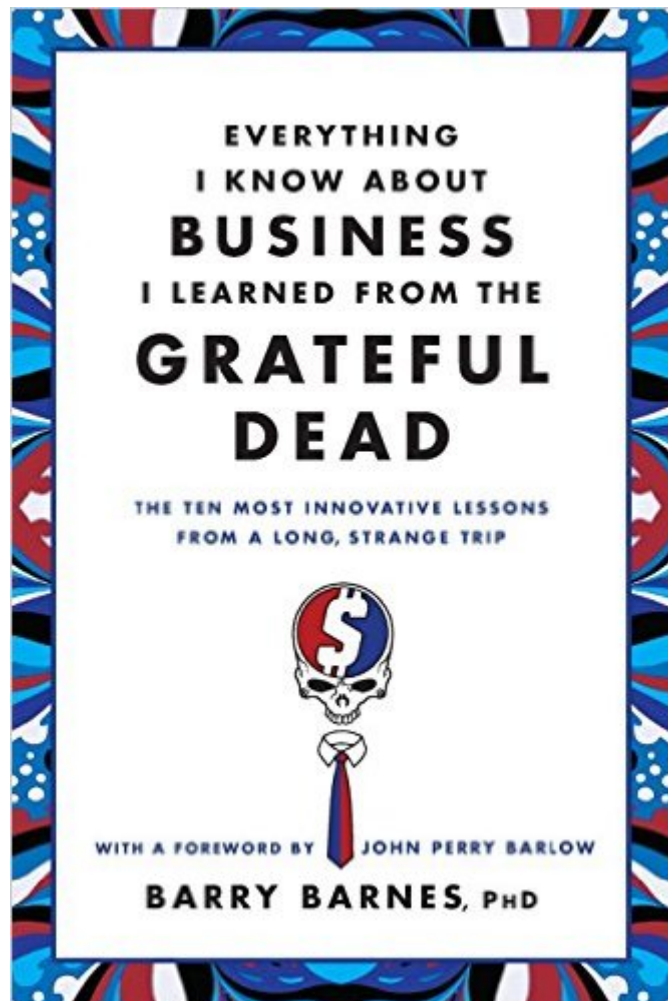


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Everything I Know About Business I Learned From The Grateful Dead: The Ten Most Innovative Lessons From A Long, Strange Trip



Synopsis

The Grateful Dead, one of the most popular bands of all time, still enjoys incredible relevance to this day. But let's admit it, they weren't exactly poster boys for corporate America. Or were they? For an extraordinary 30 years, the Dead improvised a business plan-all while making huge profits and pioneering practices subsequently embraced by the business world. Now, business professor and lifelong Deadhead Barry Barnes shares the 10 most innovative business lessons from the band's illustrious career, including: creating and delivering superior customer value; implementing a flat management structure; sharing your content; and more. Barnes shows how the Dead were masters of "strategic improvisation"-the ability to adapt to changing times and circumstances-and that their success lay in their commitment to relentless variation. **EVERYTHING I KNOW ABOUT BUSINESS I LEARNED FROM THE GRATEFUL DEAD** teaches readers how they did it-and what any business can learn from their long, strange trip.

Book Information

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Customer Reviews

"Everything I Know About Business I Learned from The Grateful Dead" is a very easy-to-read book that analyzes the story of the musical group The Grateful Dead from a business viewpoint and pinpoints the behaviors that eventually led to their financial success. The ten lessons correspond to the ten chapter titles. What I found most interesting is that decisions were not necessarily made in order to make money and they did not always result in immediate profit. A lot of the choices were spontaneous and some of them proved costly, but they were willing to change direction and try new

things over the decades. I was impressed by the flexibility they exhibited, for instance, in dealing with vendors of unlicensed merchandise or with bootleg recordings. They were able to distinguish between fans and mass merchandisers of shoddy products and deal with them on terms appropriate to their status and intent. Their attitude towards people taping their shows evolved until they reached an equilibrium where they allowed taping and exerted some control over it and even legitimized and supported it--when not done for profit. The Grateful Dead kept performance ticket prices at reasonable levels even though they could certainly have charged more. One way they did this was by bypassing Ticketmaster and selling tickets directly to fans--and this also increased their share of the revenue. There are many other examples included of how they engaged their fans and did business differently than other musical groups did. Even the way they used audio equipment or named record albums is quite interesting.

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