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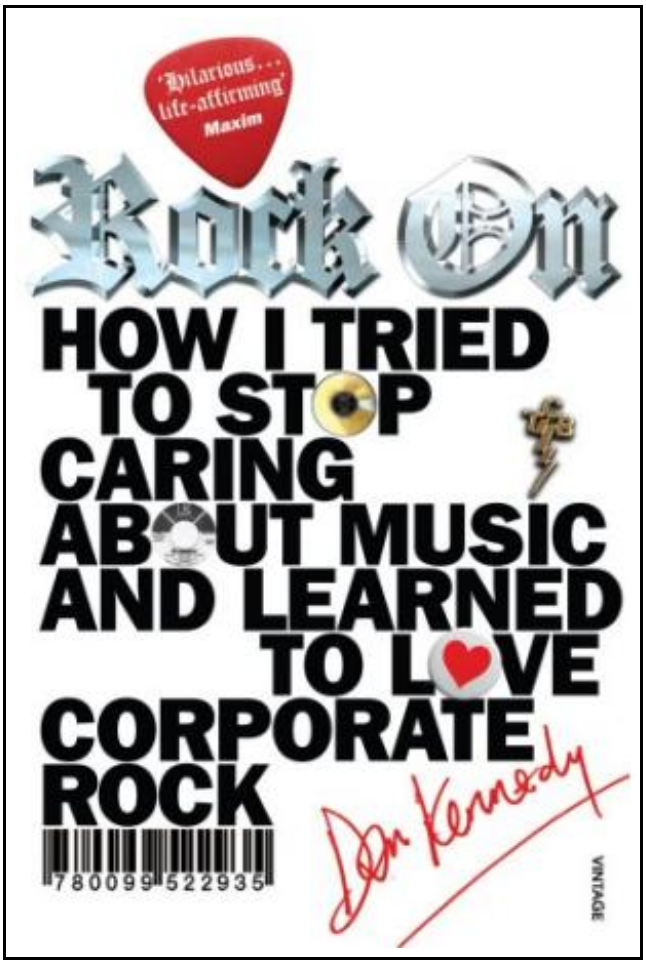

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Vintage Publishing. Paperback. Book Condition: new. BRAND NEW, Rock on: How I Tried to Stop Caring About Music and Learn to Love Corporate Rock, Dan Kennedy, How would you like a six-figure marketing job at the hallowed record label that signed everyone who counts in the last fifty years of pop music? Before you answer, we'll throw in a plush office, a hip assistant and a bottomless expense account? Dan Kennedy thinks all of his dreams have come true at once. In reality, he's just walked into a nightmarish episode of The Office. From his first assigment - creating a campaign celebrating 25 years of Phil Collins' love songs - he knows he's in way over his head, and from the looks of others around the boardroom, he's not alone. With cameos by ageing rock stars, dinosaur music-biz kingpins, hip-hop thugs and Iggy Pop, Rock On is an achingly funny tale of rock and roll, office life, and what happens when the suits take control.

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