

The Joint Was Jumpin': A Promoter's Story

In the 1960s and 1970s, rock and roll was king. And one of the most influential people in the music industry was a promoter named Bill Graham.



The Joint Was Jumpin': A Promoters Story

by Edward M. Hallowell

★★★★☆ 4.7 out of 5

Language : English
File size : 14290 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 289 pages
Lending : Enabled



Graham booked some of the biggest names in rock and roll, including the Beatles, the Rolling Stones, and Led Zeppelin. He also helped to launch the careers of many other legendary artists, such as Janis Joplin, Jimi Hendrix, and the Grateful Dead.

Graham's story is a fascinating one. He was a self-made man who started out as a doorman at a nightclub. But he quickly learned the ropes of the music business and soon became one of the most successful promoters in the world.

Graham was a visionary who was always looking for new ways to promote music. He was one of the first promoters to use radio and television to

promote concerts. He also pioneered the use of large-scale outdoor concerts and festivals.

Graham was also a tireless advocate for musicians. He fought for better pay and working conditions for artists. He also helped to establish many of the industry standards that are still in place today.

Graham's life was cut short in 1991 when he was killed in a helicopter crash. But his legacy lives on. He is considered one of the most important figures in the history of rock and roll.

In his book, *‘The Joint Was Jumpin’*, Graham tells the story of his life and career. The book is a fascinating read for anyone who loves music or is interested in the history of the music industry.

Here are some of the highlights of the book:

- Graham's early days as a doorman at a nightclub
- His first experiences as a promoter
- The challenges of booking the Beatles
- The rise of the Grateful Dead
- The Altamont Speedway tragedy
- Graham's death in a helicopter crash

If you are a fan of rock and roll, then you will love *‘The Joint Was Jumpin’*. It is a fascinating and inspiring story of one of the most influential figures in the history of music.

FATS WALLER

THE JOINT IS JUMPIN'



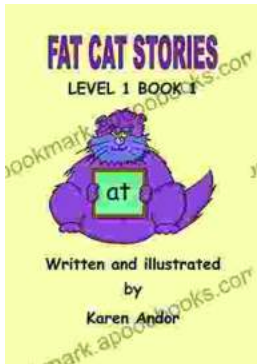
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