



# **The White Book: The Beatles, the Bands, the Biz: An Insider's Look at an Era**

*Ken Mansfield*

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## **The White Book: The Beatles, the Bands, the Biz: An Insider's Look at an Era** Ken Mansfield

Through exclusive photos and personal stories, former US manager of Apple Records and Grammy Award winning producer Ken Mansfield offers a compelling memoir that delves into his life in the 1960s and '70s and his unique partnership with the Beatles and other musicians who orbited their world. As observer, friend, and colleague, Mansfield sat in their recording sessions, partied in their swimming pools, took their irate calls, and publicized their successes. Entertaining, historically accurate, and illuminating a side of the Fab Four known only to a few like Mansfield, *The White Book* shines fresh light on the true characters behind the cultural phenomena that revolutionized a generation. As the former Head of Apple Records International, Jack Oliver, has said of Ken, "He is one of the few insiders left that bore witness to the highs and lows of those insane days when we ruled the world."

"Ken has a unique gift. He can take you in the room and have you sit with the folk he knows and make you one of the gang, part of the plan. and considering these folk include the Beatles, Dolly Parton, Waylon Jennings, the Beach Boys, Roy Orbison, David Cassidy and a whole host more that is some doing. I really enjoyed sitting in on his world and I respect the affection he has for our game, and what he brought to it, will get you."

ANDREW LOOG OLDHAM

Rolling Stones Manager and Producer

"Ken Mansfield brings us a new and closely personal perspective not only on the Beatles, but on a whole cast of musical characters from Brian Wilson to Don Ho. An observant and perceptive man in the centre of the storm; a contradictory man, both ambitious and spiritual, but at the heart of the record industry during its most exciting years and enjoying every minute of it. I lived through those years with Ken and we became friends. It is a pleasure to experience so much of it all again through the accuracy of his story telling and the clarity of his memory."

PETER ASHER

Peter and Gordon/A&R Chief Apple Records/Producer-Manager (James Taylor, Linda Ronstadt, Carole King et al)

"Journalism is normally a very inexact science. Many of the countless books about the Beatles have been written by researchers-not by people who were actually there. Everyone has experienced reading a book or article where one's own inside knowledge about a particular person or event shows up inaccuracies on the part of the writer that totally distort the truth. This book is an exception-I know because I was there for some of it myself. Ken Mansfield and I unknowingly shared the experience of the famous Apple rooftop session where I was nervously adjusting mikes and cables for the sound recording of that unforgettable day. Ken was not only working for the Beatles through their heyday, he was also their trusted friend. There is no one better equipped to tell the Beatles' story-truthfully-and more importantly-factually, from the inside."

ALAN PARSONS

Engineer to the Beatles/Pink Floyd, Multi Platinum Producer, Alan Parsons Project

"Unlike many people claiming a Beatles connection, Ken Mansfield doesn't have an agenda or try to elevate his role or importance. Ken comes across as a man who knows how lucky he was to be where he was and enjoys sharing his stories with us. Ken was there and that is why *The White Book* is informative, fresh and entertaining without being ego-driven."

BRUCE SPIZER

Author, Beatle Historian

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#### **Shirley Frazier:**

As people who live in the particular modest era should be change about what going on or info even knowledge to make them keep up with the era that is certainly always change and move forward. Some of you maybe will probably update themselves by studying books. It is a good choice for you but the problems coming to you is you don't know which you should start with. This The White Book: The Beatles, the Bands, the Biz: An Insider's Look at an Era is our recommendation so you keep up with the world. Why, since this book serves what you want and need in this era.

#### **Nancy Sobel:**

A lot of people always spent their very own free time to vacation or go to the outside with them friends and family or their friend. Do you realize? Many a lot of people spent many people free time just watching TV, as well as playing video games all day long. If you would like try to find a new activity that's look different you can read a book. It is really fun for you personally. If you enjoy the book which you read you can spent all day long to reading a guide. The book The White Book: The Beatles, the Bands, the Biz: An Insider's Look at an Era it is quite good to read. There are a lot of folks that recommended this book. They were enjoying reading this book. If you did not have enough space to deliver this book you can buy often the e-book. You can m0ore quickly to read this book out of your smart phone. The price is not too expensive but this book has high quality.

#### **Timothy Bullock:**

Playing with family in a park, coming to see the ocean world or hanging out with good friends is thing that usually you will have done when you have spare time, and then why you don't try thing that really opposite from that. Just one activity that make you not experience tired but still relaxing, trilling like on roller coaster you are ride on and with addition of knowledge. Even you love The White Book: The Beatles, the Bands, the Biz: An Insider's Look at an Era, it is possible to enjoy both. It is excellent combination right, you still would like to miss it? What kind of hang-out type is it? Oh can occur its mind hangout people. What? Still don't have it, oh come on its identified as reading friends.

#### **Eric Rodriguez:**

Many people spending their time period by playing outside having friends, fun activity with family or just watching TV the whole day. You can have new activity to spend your whole day by reading through a book. Ugh, do you consider reading a book can definitely hard because you have to use the book everywhere? It ok you can have the e-book, taking everywhere you want in your Smartphone. Like The White Book: The Beatles, the Bands, the Biz: An Insider's Look at an Era which is finding the e-book version. So , try out this book? Let's see.

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