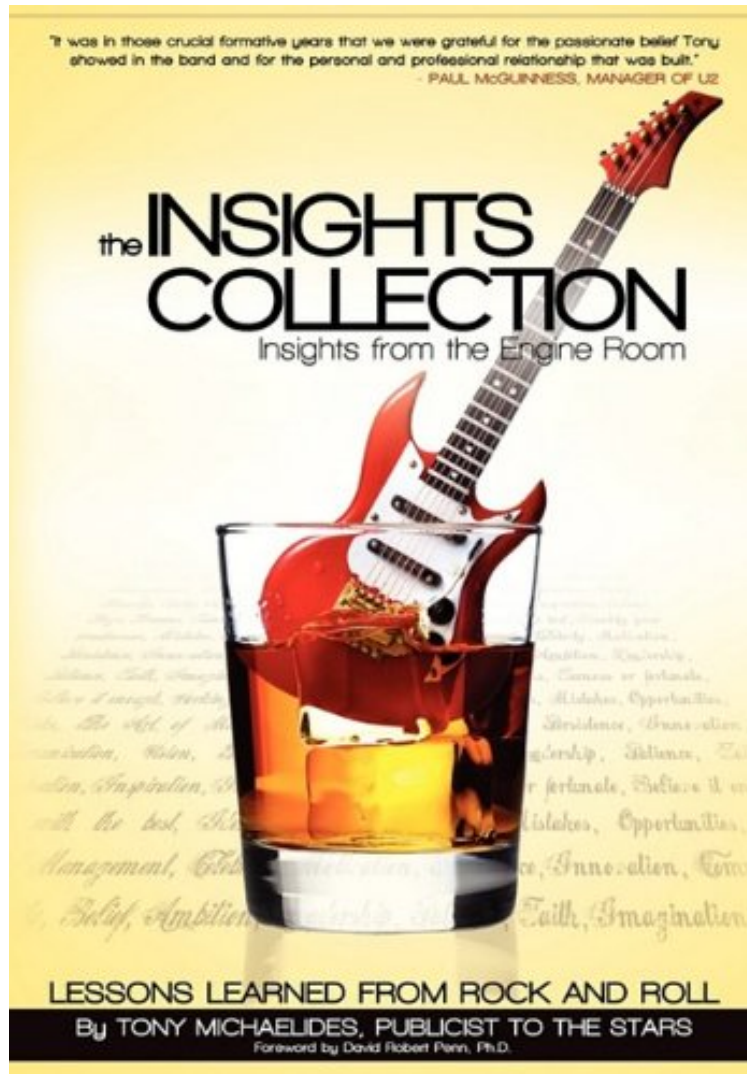


THE INSIGHTS COLLECTION - INSIGHTS FROM THE ENGINE ROOM

Tony Michaelides

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Tony Michaelides : THE INSIGHTS COLLECTION - INSIGHTS FROM THE ENGINE ROOM before purchasing it in order to gauge whether or not it would be worth my time, and all praised THE INSIGHTS COLLECTION - INSIGHTS FROM THE ENGINE ROOM:

2 of 2 people found the following review helpful. Wondering what happened to the music industry? By DJ Geaux...or why people ask that question? If so, then this is a must read. Tony's career and the insights he shares give a wonderful glimpse into what it must've been like to live the music dream and to guide careers from starving artist to mega superstar. It's littered with lessons that might often be considered common sense, but to learn how they are applied in

life from an entirely new perspective is refreshing. Great job, Tony - making self-improvement and business topics fun, funny subtle reminders told through an industry insider that was privy to the machinations in the sexy world of rock and roll! 1 of 1 people found the following review helpful. Rock Star Insights Will Rock Your World By Valery Satterwhite This book is a must read for anyone determined to rise above any highly competitive industry. Tony has a unique voice and ability to zero in on the gifts, the lessons that can be learned on the arduous journey to stardom. Apply these lessons to avoid going down dead-end paths that only end in crash and burn. You will be motivated to pursue your dream with unrelenting drive and passion. That's Moxie! The added bonus: its a fun read and a one heck of an amazing ride! - Valery Satterwhite, Moxie Master - [...]

The INSIGHTS COLLECTION was created to provide an insider's view to the stories and lessons learned from the incredible career of Tony Michaelides, one of the most respected record pluggers in the UK. Tony has an irrefutable reputation achieved over thirty-plus years of working with a stellar cast of clients such as: U2, New Order, The Stone Roses, REM, Happy Mondays, The Police, Massive Attack, The Pixies, Bob Marley, Matchbox Twenty, Genesis and Peter Gabriel. Tony's early years were spent at Transatlantic and ABC Records before moving to Island Records in the late 70's. From here he went on set up his own independent promotion company handling such diverse labels as 4AD, Mute, Circa, Virgin and Factory where he helped set up their regional promotion. He ran his own promotion company, TMP for over twenty years which became one of the most successful promotional companies in the UK. He developed a long-standing relationship with BMG, enjoying their most successful period ever with Annie Lennox, Whitney Houston, Take That, Natalie Imbruglia, Westlife and Puff Daddy and managing, among others Peter Hook from New Order. He spent several years working with the now-legendary Simons: Cowell and Fuller, and presenting his own award winning radio show on Piccadilly/Key 103 in Manchester which he continued to do for nearly 13 years. He teaches the art of management, motivation and the ability to collaborate. He talks about the lessons he learned from rock and roll which are inspirational and motivational, littered with real life stories from the stars he has worked with.